PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vor. LXXIII. NEW YORK, OCTOBER 27, 1910.

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TRAL LIBRATIVA

Human interest, dignity and individuality, combined in proper proportions, produce advertising that will reach the nation's pocketbook.

It does not matter that other people can and do provide similar articles. TRADE-MARK yours and ADVERTISE it-establish your goods with the public as KNOWN goods and as FAVORED goods.

You do not have to have something patented-something secret; simply something GOOD.

If you do this, you will have to enlarge your manufacturing plant to take care of business on which there is an extra profit and which will remain exclusively yours.

We have spent more than \$50,000,000 in advertising. The "know how" that made it successful advertising is at your disposal.

Philadelphia New York

Boston

Chicago

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Not Who Buy the

HERE is no ground for argument as to who buys the most canned goods, city man or farmer.

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The one sends half a block for his supplies: the other half a league.

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But Whose Canned Goods are Bought Whose canned goods does the Farmer buy? That's the question.

Largely unknown brands. There has been no advertising of this line of goods in his standard farm paper to educate him to ask for what are the city man's standard brands.

STANDARD

But he is open for better goods. A steadily increasing income has created a desire for the best of every line. The farmer offers a waiting market.

Moreover, standard farm papers are largely sectional mediums. They reach a given locality or a given class.

The manufacturer can pick out one or a dozen states where his salesmen are working and by concentrating in them create an immediate

demand completing the selling circle of supply and demand.

Would you like de-

Standard Farm Papers

Farm The Farmer, St. Paul
Home and Farm, Louisville
Farm The Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer

The Breeder's Gazette
Hoard's Dairyman
Wallaces' Farmer

Value The Wisconsin Agriculturist
The Indiana Farmer

tails of what others are doing to judge what you could do? Address Wallace C. Richardson, Inc.,

Wallace C. Richardson, Inc., Eastern Representatives, 41 Park Row, New York City.

> Geo. W. Herbert Western Representative First National Bank Bldg. Chicago

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893,

VOL. LXXIII. NEW YORK, OCTOBER 27, 1910.

No. 4.

THE FADING OF THE AUTOMOBILE RAINBOW.

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THE PARADOX OF HYSTERICAL BOOM INCORPORATION AND RETRENCH-MENT EXPLAINED—OVER-PRODUCTION AND OVER-CAPITALIZATION FATAL—SIMILARITY TO BICYCLE BUSINESS—GETTING DOWN TO THE SOUND FUNDAMENTAL BASIS FOR THE INDUSTRY—TABLES OF PRICE AVERAGE, PRODUCTION AND ADVERTISING EXPENDITURE—VIEWS OF PROMINENT AUTO MEN.

By J. George Frederick.

In one week, ending October 6, there were twenty-five new automobile companies formed from Maine to Washington with a total capitalization of \$3,255,000. One man—Dave A. Henry, a well-known auto promoter, organized his third company, the Colby Motor Company, at \$1,000,000 and broke ground for a 450 x 150-foot factory.

That very same week the E. M. F. Company reduced its selling price \$250, and the General Motors Company knocked at the doors of Wall street for capital and had its hat filled with

\$20,000,000 to save its business. Flint, Mich.,—not many months ago booming like a California mining town, with automobile factories in tents and workmen drawing boom wages, living with their families in tents—stood at the same time an industrial tragedy, with suddenly arrested and scattered growth, its population shrunk amazingly, entailing the greatest hardships, family and municipal.

Why and wherefore these paradoxes? Answer: the fading of a gorgeous rainbow, which, by its magnificent and vivid coloring and size, lured hundreds to chase

after impossible pots of gold. The rainbow is now fading—the gorgeous yellows and purples and splendid reds are prismatically disappearing in the manufacturing firmament—the familiar drab of ordinary making and selling taking its place most rapidly.

There is a lot of brave talk by the automobile people, plenty of anathematization for the other fellow and the situation outside their own organizations; but conditions when firmly analyzed and courageously stated do not warrant the "dream talk" so much in evidence through the well-nigh perfect press agent machinery of many auto makers.

FINANCIAL JUGGLING, AS IN BICYCLE TIMES.

It is a clear-cut case of overproduction and over-capitalization; and though the pill will have to be forced down some makers throats more or less unwillingly, the auto business is providing a beautiful duplicate of the bicycle industry of hardly more than a decade ago. The similarity is, in fact, startling, except for a smaller ratio. There was the same public 'craze," the same flocking of pseudo-manufacturers and promoters to the bicycle industrythere were the same sort of mergers-one even for the exact amount of the largest auto merger, \$60,000,000. Pickle factories have been converted almost overfactories-the night into auto same as during bicycle days; monster full-dress shows held at Madison Square Garden, same champagne standards of entertainment upheld and the same subsequent reduction to beer standards as over-production and financial recklessness overtook the industry.

Pure-souled patriots in cities

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agitated public men and boards of trades on the score of local pride to organize companies to make bicycles, just as similar pure-souled patriots are doing today in the auto field, as explained by the \$3,325,000 incorporations in one week, in the face of retrenchment by the strongest and oldest companies. The number of "paper" auto manufacturing com-panies is quite startling. They number almost as many as those who make and sell a few hundred cars a year-and their paper capitalization is bigger! A stockholder is suing for a receiver for the Swift Auto Company in Michigan, capitalized at \$300,000, owning twenty-two acres for a plant, but not yet doing any business. If all stockholders in similarly situated concerns took like action the courts would be kept pretty busy. Other auto concerns are endeavoring to sell stock to the publicalways a confession of weakness and insecurity.

Facts like these, which are but random snapshots at the most amazing industry ever developed (another exact phrase borrowed from bicycle days) give a hint of the inflated and unsettled position which the industry has occupied. There are too many manufacturers of autos. In the past few years it has not mattered much, because good prices have been obtainable at no great selling expense; but to-day, when prices and demand are narrowing down and consolidation is effecting big manufacturing economies, smaller auto makers are slowly being pinned up against the wall. There are absolutely certain to be a string of failures and consoli-dations. The Reo just the other day absorbed the Owen business.

OVER-PRODUCTION AND THE PENALTY,

Credulity and enthusiasm have run a pretty length in the auto business, and each year preparations have been made for increased output to an extent that would lead one to believe that there was a bottomless pit to be filled up with autos.

Based on nothing more than dealer orders, which for several

seasons now have been over-optimistic, big manufacturing plans were carried forward, and heavy stocks piled up that refused to move as the dealers had predicted. Few manufacturers or dealers stopped to analyze the true inwardness of auto selling and figure out that autos are not like watches or sugar, and that they depend on very well - defined limits for consumption. An auto is an autocratic sort of purchase: it demands as well as gives, and the cynic who owns one is apt to remark that the first cost is the least cost. In spite of the selfishness behind the bankers' anvil chorus (which has now subsided since Wall street has taken a generous slice of the pie for itself) there was truth in the assertion that many bought who should not have bought. It was not the farmer but the city man-sometimes the banker himself-who over-bought on autos, and the general business conservatism of the past six months or more simply hastened a crisis that was inevitable anyhow.

Automobile men don't even know how many autos they have manufactured thus far. Alfred Reeves, general manager of the A. L. A. M., guesses 540,000, while the editor of the leading trade paper says there are in use only

about 250,000.

All these matters are really guesses, for each company has been keeping selling matters rather secret and estimating future production, so that their "estimated" outputs for "next year" have confused all figures ever compiled. One estimate which auto men accept, though it is undoubtedly exaggerated, is as follows:

								Cars built.	Value.
1895					. ,	 		70	\$157,500
1899								600	1,290,000
1904								20,100	40,200,000
1908				٠				55,400	83,100,000
1909			a					82,000	98,400,000
1910		0			0		0	185,000	242,000,000
1911			۰					177,000	232,000,000
							_		

Totals.... 520,170 \$697,147,500

This table, which omits 1907, 1906, 1905 and some earlier years, and yet measures up to the industry's accepted highest figure of production without the above

The Christmas Scribner

The Christmas Scribner has a life and value individual to itself. Not a single copy is thrown away. Each has its own supplementary list of readers. Each extends its Christmas spirit and cheer out over many months of the new year into many out of the way places of the globe. To these facts add that the issue of The Christmas Scribner is many thousand copies more than any other number of the year, that it is as beautiful and interesting as it can possibly be made, and its advertising value is apparent.

Forms close November 5th . \$300.00 per page

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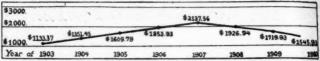
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HOW THE AVERAGE PRICE OF AUTOS IN A. L. A. M. HAS ADVANCED AND RETREATED,

years, simply is another indication of the extremely loose way in which autos have been marketed. Note that I say marketed, for automobile manufacturing has been most admirably standardized, as an article in Printers' INK some months ago pointed out.

months ago pointed out.

It is in selling that the automobile business has been careening like a drunken sailor. Profits in the past few years, since the benefits of manufacturing standardization have become available, have really been large. Merely the Canadian branch of the Ford Company earned 100 per cent.

The low as well as the highpriced cars had big sums of money to spend, and they did it in a lavish way. At races, besides the severe drain of cars, drivers, etc., it has been almost the rule for companies to provide spreads and entertainment for their patrons on a very generous scale. Twenty-five hundred dollars a week for racing during the season has not been considered at all wonderful.

Profits must undoubtedly come down now, either by means of lowered price, increased quality or greater sales energy and better selling organization. The A. L. A. M. has just figured out the table of fluctuation of prices printed above, which officially proves the downward tendency in price, even without including the many cars outside of the Selden organization. Makers of high priced cars insist on saying that there will be no lowering in price or demand for such cars. Nevertheless, what substantially amount to reductions in price are being made, by means of more equipment thrown in, etc. Ten years or more ago, the high price bicycle manufacturers were vowing that there would always be plenty of people who would pay one hundred dollars for a high price bicycle; but the stapleizing of the industry punctured their dreams of many machines at a boomtime profit. The percentage of high price cars sold is far from keeping pace with the sale of medium and lower priced cars.

That production must be curtailed for 1911 is a foregone conclusion. Yet with the immense factories now owned, it is hard to see how this can be done without financial danger. Conservatives estimate that it will be a mistake to produce more than one hundred and fifty thousand cars this year, while the more enthusiastic ones say it will take two hundred thousand. But the General Motors Company alone expects to turn out forty thousand cars, and one need name only three or four other concerns whose output will make up the one hundred thousand, leaving over two hundred other manufacturers unaccounted for (to say nothing of the twenty-five new companies per week!) Consequently 1911 is likely to see a repetition of this year's over-production, in spite of universal appreciation of need for curtailment. Factories must run, and it is frequently cheaper to produce a little more than to curtail. But a glut in the market is the result. Look at Detroit, the great auto center, producing sixty per cent of auto output: It turns out a completed car every three minutes!

Such output of a product like an automobile, which is not for the masses, challenges economic conditions and stands or falls by them. At present the livest automarket is in rural sections and cities of the West and the South, where there is the greatest economic need for them—in other words, where they return most upon their investment. That is a condition very likely to become more and more general.

One auto manufacturer stoutly maintains that any man with an

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For years **The Tribune** has been Chicago's <u>first</u> advertising medium—<u>first</u> in amount of advertising because <u>first</u> in results.

Last year The Chicago Tribune became the first advertising medium in the six largest cities of the United States, passing in volume of advertising printed, even the great dailies of New York, whose population is two and one-half millions greater than that of Chicago.

The Chicago Tribune made this great record because its average daily circulation of 173,701 for 1909 represented the very essence of buying power—the largest 2 cent daily circulation in the whole country—the richest field for advertisers in the world.

Today, **The Chicago Tribune** is read by the same people who read it <u>last</u> year—the same people whose responsiveness to advertising produced the great record of 1909.

But to those people have been added, since October 3rd, never less than 37,000 new daily readers—people who have been waiting eagerly for **The Tribune** to reduce its daily price to one cent, so that they might read a big, clean newspaper for their penny—people who represent the cream of the one cent field.

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	circulation circulation							
			10	070				

Do you remember how often Opportunity knocks?

The Chicago Tribune

The World's Greatest Newspaper
NOW 1 CENT

income of two thousand dollars can afford an auto, while another leading but conservative light in the auto field says it is a precarious thing for a city man with a three thousand dollar income to maintain an auto unless he uses it in his business. As the automobile rainbow fades, the rainbow chasers and irresponsibles, both makers and users, are disappearing, and the perfectly sound and very big economic value of autos is finding its true level. The widening of the market must now come through reductions in operating expense, squeezing the inflation out of repair parts, and garage expenses, development of commercial car business and increased service and reliability. It will not cost much less than now to buy an auto, but that first cost will be much nearer the whole cost. There are approximately one million people with incomes of three thousand dollars and over, but that doesn't mean they are all prospects for autos. There are many with four thousand dollar and five thousand dollar incomes who can show with reason that in their position they don't want or don't need an auto.

LEANING ON THE PRESS AGENT.

The visual evidence of the presence of the automobile rainbow has been the press agent and the willing newspapers. The united pressure of an industry so large and of such advertising promise, in company with such news manufacturing talent, has bowled over the policies of many newspapers, not all of them in small cities, either. The automobile pages of many newspapers reek with the vapid and shameless product of the press agent. Even the better class of auto manufacturers themselves admit its inanity but protest that they do it because others do. The "trade notes" published in dailies are a joke in the trade, and a thing positively unique in journalism. Never before has an industry been able to "pull off" such barefaced, bleak and dull "advertising" as this. From the standpoint of the publisher it is an affront to readers and a preventer

of paid display advertising, and from the standpoint of other advertisers it is the acme of special privilege and discrimination. From the standpoint of the automobile industry, it has long passed the point of help, and is a distinct knock. The public has been made automobile sick. Races awaken no more sensation in print, and the mind is wearied with the never-ending mass of auto drivel printed, often with the effect that nothing is read on the subject.

Even many auto disp'ay ads have lost touch with the general public, so immersed in the trade, technical and race considerations have the advertisers become. It is significant to note that the auto manufacturers who have been most active with press agents and races and who have been hardest hit by the admitted "flurry" are those whom the following records of advertising, constructed with the assistance of Collier's, credit with the least agate lines of magazine advertising:

Jan. to Oct. 12 Mos 1909

 Baker Motor Vehicle Co.
 9,188

 Cadillac Motor Car Co.
 12,720

 Chalmers Motor Co.
 24,420

 H. H. Franklin Mfg. Co.
 21,330

 Hudson Motor Car Co.
 14,398

 6,500 9,412 26,186 27,954 5,322 5,076 Olds Motor Works 13,873 19,802

 Owen Motor Car Co
 10,886

 Packard Motor Car Co
 19,026

 Peerless Motor Car Co
 13,848

 Pierce Arrow Motor Car Co
 14,336

 Studebaker Automobile Co
 12,336

 18,556 19,952 1,444 4.232 21,656 10,496

In the merciless weeding out process which has already begun and which is bound to get more merciless still, trade-mark reputation and the advertising good will and conviction established, are proving the surest weapon. Few if any consistently advertised auto concerns have failed, but many mushroom companies have assigned or quit business. A few weeks ago only two factories in Detroit were running one hundred per cent, and some were running as low as thirty-five per



THE INTERNATIONAL STUDIO

12,000 to 15,000-\$5.00 a year; \$90.00 a page

ARTS & DECORATION

25,000 to 30.000-\$1.80 a year; \$120 a page

ARTS & DECORATION and THE INTERNATIONAL STUDIO may be used in combination as one magazine effering both quality and quantity for \$180 a page.



ARTS & DECORATION, the first number of which we publish October 24th, reflects the most natural and essential interests of many thousands of people. Well-built homes, new ideals of decoration, and the number of art lovers the country over, are evidences of a farreaching movement.

Two years' preparation to give ARTS & DECO-RATION effective circulation among people who are really purchasers, enables us to offer unusual advertising value at the present low advertising rate.

THE INTERNATIONAL STUDIO remains the most beautiful generally circulated magazine in the English language, with the finest color plates ever published month by month in any magazine.

It has the largest \$5.00-a-year monthly circulation, and carries more really fine decorative advertising than any other publication. Its accounts include six good automobiles, twelve pianos and the foremost general advertisers of quality. Fifty-six out of every one hundred subscribers, three in one state, have purchased automobiles.

Combination Rate: One Page, \$180.00 40,000 COPIES, \$144.00 A PAGE ON THREE PAGE ORDER THIS RATE EXPIRES JANUARY 1, 1911

Closing Date November 3d

JOHN LANE CO.--ADVERTISING DEPARTMENT--ADAM BUDGE, Inc. WALTER A. JOHNSON, Manager, 114 West 32d St., New York

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cent. Nevertheless one of the most progressive of these companies says that they are stiffening along the entire line, doing more advertising to keep the dealers encouraged and their salesmen in fighting trim.

Says one able manufacturer: "Here is one trouble; automobile dealers have had it very easy for several years. People have simply walked into their stores and bought cars. Now that the battle is getting hot and some of them are getting the gaff, a lot of them have quit cold. The manufacturer who has been careful to build up the right kind of a dealers organization through several years of trying, is going to be mighty glad for his work this

vear."

Says J. E. Roe, secretary of the Reo Motor Company: plans are to only make enough cars, with a reasonable number of extra ones for second orders and unexpected calls, to cover the demands of our agents, which number something over eight hundred. Our agents, of course, estimate their probable needs, and on that basis we calculate our output. It has never been our practice to insist on overloading our agents in the event of their being unable to sell enough cars to cover their estimate.

R. D. Chapin, president of the Hudson Motor Company analyzes situation thus: "Certain manufacturers have over produced every season since the business began. The manufacturers of cars which at the price have year after year kept up to date and offered unusual value had no trouble in disposing of their out-Other manufacturers, the design of whose cars has not been changed for several years, but have been trading on past reputation, as it were, are feeling the effects of this policy. No industry to-day, as much as the automobile business, requires so much continued thought to keep up to date with the times. Manufacturers who have shaped their policy so that every year their product has been of strictly modern design,

have shipped their cars according

to schedule and are not feeling any particular effect right now.

"In the main, I think that the tendency of all manufacturers is toward a conservative production for 1911 in the endeavor to prevent any overproduction. However, I think that the actual volume of business for the coming season will be equal to, if not larger than the present year."

NEED FOR MORE FAR-SIGHTED ADVER-TISING POLICY.

The final and deeply significant parallel to the bicycle business is that bicycle enthusiasm waned as soon as bicycle advertisers fell into competitive twaddle of a wholly technical nature and ceased to chorus in unison about the delights and practical advantages of owning a bicycle.

In that same dangerous state is practically all automobile advertising to-day. It mostly chatters about the factory, the mechanism, the amount sold, etc., and egotistically repeats "I told you so" and puffs out its chest over the fact that many were unable to

get cars last year.

All this is fundamentally, radically, grievously wrong. Printers' Ink, this week, contains a significant statement of a typical consumer's viewpoint (see page 110). If there is to be a bigger automobile market developed, there has got to be much advertising emphasis upon the pleasure, the profit, the affordability of autos. Ceaselessly the public must be led to see what an auto can do for it in pleasure, health, convenience and profit.

The phonograph business has suffered very much in the past few years for exactly the same reasons, and the Edison Company is now starting a general educational series of ads. So are the Chalmers-Detroit people in the auto field. It is the one thing which will develop the automobile market to its fullest, as is amply demonstrated by parallels throughout the merchandising field. The automobile holds no special dispensation from Providence-it must advertise as ably and educationally as any article.

Standard Advertising

PUBLISHED MONTHLY

SETH BROWN Editor and Publisher

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50 cts. YEAR Marquette Building CHICAGO

WILL speak for the best in advertising—independently—and accurately expresses the advertising conditions, the possibilities of the richest field for profitable advertising on earth in which Chicago is the geographical and trade center.

Trade conditions in the smaller towns and cities and rural districts will be thoroughly considered, localities in which the advertising dollar will earn biggest dividends—if properly directed and backed by right selling organization and dealer work.

Words of Others About Seth Brown

- S. C. Dobbs, Coca Cola Co., Pres. Associated Adv. Clubs of America. "Happy faculty of getting close to folks."
- Curtis P. Brady, McClure's. "Your broad knowledge of advertising and years of experience means success."
- John Lee Mahin, Chicago. "As a thoughtful inspirational writer on advertising topics, you stand at the head."
- Stanley Clague, Chicago. "I know of no one who can do the work better than you."
- Arthur Capper, Topeka, Kan. "You have the faculty of getting at the root of propositions and putting them in a forceful manner."

- E. C. Patterson, Collier's. "Your writings have always been forceful."
- Joe Mitchell Chapple, National Magazine. "You have made it a profession."
- A. F. Sheldon, Chicago. "I believe you to be one of the Star writers of the country."
- Mgr. Jewish Daily News, N. Y. City. "Your work is full of live stuff that is mighty interesting."
- Pub. Detroit Times. "You know big business and how to tell it inspiringly to others."

I have just finished a 12,000-mile trip. Speaking, observing, writing and counselling. I want advertisers to know about the splendid possibilities I have observed. The 50-cent annual subscription will reveal much goodness and opportunity. (Three for \$1.00). Remit today and begin with first issue. Address:

Seth Brown Pub. Co., Marquette Building CHICAGO

THE SIGNIFICANT AUTO-SELLING READJUST-MENT.

A SETTLING DOWN TO THE BASIS OF A STAPLE LINE NOW GOING ON-FIRST REAL OVER-PRODUCTION IN THE INDUSTRY'S HISTORY.

By Walter E. Flanders, President and General Manager of the E-M-F Company, Detroit.

Recent developments in the industry of selling motor-cars indicate that the time is not far distant when this form of effort will settle down to the lines of all other varieties of enterprise having as their purpose the manufacture and sale of a staple, timearticle of saving mechanical nature.

That this stage of development is now in sight is a welcome fact to those interested in firmly established, sanely conducted auto-The arrival of mobile factories. an era in which merit of product will be a genuine factor in sales is the natural result. Manufacturers who have been producing through the boom years with a view to preparing for the advent of genuine competition that has been inevitable will be the ones who will survive the period of transition.

The E-M-F Company has no intention of cutting down its output of cars. Contracts already been made for the deliv-ery of more than 20,000 cars to its agents in 1911; nor does this figure include those to be retailed through the branches of the company located in the large cities of the country. The same general conditions exist, I believe, at all the well-regulated factories in the country.

There is no denying the fact that several manufacturers of motor-cars produced more vehicles in 1910 than could be absorbed by the existing demand. One or two of these factories were large producers. In every case, however, over-production was occasioned by the lack of merit of the output, as developed by the first real competition which the industry has ever developed.

Cut-price sales and stories of financial embarrassment have been the result. Trade conditions in general have been affected but slightly, however, as the general public has been very slow to take to the bargain-counter variety of motor-car. In all probability this is on account of suspicion that these price-cuts may be construed to imply obsolete characteristics of the cars and questionable permanence of the producer.

That these conditions are but temporary is a view strengthened by the history of almost every similar industry. Always, in the case of staple articles which have proven their value, the period of transition has been followed by the systematic development of a certain limited number of manufacturers whose production has been at a rate very nearly commensurate with the carefully determined demand.

MERRIAM GOES WITH WARNER INSTRUMENT COMPANY.

W. A. Merriam, who has been in charge of the department of merchancharge of the department of merchandizing and sales aids of Lord & Thomas, has resigned to take charge of the advertising department of the Warner Instrument Company, of Beloit, Wis. The advertising department will be moved to the offices of the Boston branch, where he will also assume the direction of the development of the New England territory.

Mr. Merriam is an Eastern man who made his first Western connection with Armour & Co. Later he was advertising and sales manager of Fred Kaufman's, the Chicago wholesale clothiers, and secretary and manager of the Chicago College of Advertising.

Hugh A. O'Donnell, whose first year as business manager of the Philadelphia Press was lately celebrated by his associates and subordinates with the presentation of a dinner and a poem, spoke before the Scranton Ad. Club recently on the subject of newspaper advertising. Mr. O'Donnell urged the value of learning every aspect of advertising in the light of salesmanship.

A special meeting of the Baton Rouge, La., Board of Trade was held last week, October 18th, for the purpose of listening to an address by Frank E. Morrison, advertising manager of Success Magasine, on the subject of municipal advertising. The city is now raising a fund for advertising its advantages and opportunities for industries. industries.

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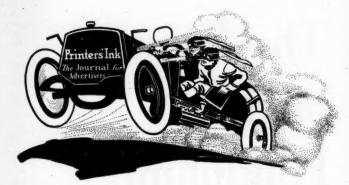
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Getting There Quick!

Mr. Publisher! The quickest, surest way to get your story before the Advertisers of the country is through the columns of PRINTERS' INK.

This Special Automobile Number will be read with particular interest by all the big automobile manufacturers and their advertising managers.

PRINTERS' INK is read every week by the men who decide and the men who spend the big advertising appropriations in every line of manufacture.

These men want to know the Facts about your Publication—they want to know the facts about every good Publication.

They are busy men. They may not have time to see your solicitor. But they will see your story on these pages. That is one reason why they read PRINTERS' INK—to get the latest live Facts about the live Publications.

Tell your story in PRINTERS' INK and they will always have it where they can refer to it. Your solicitor cannot remain always in their waiting rooms, but PRINTERS' INK is kept right on their desks.

Printers' Ink Publishing Company

NEW YORK CHICAGO ST. LOUIS TORONTO BOSTON MONTREAL

The Swing of the Pendulum





THE pendulum in advertising has been swung almost off its hook in the direction of mediums which circulate exclusively in the larger cities, ignoring the fact that in the small cities and towns with populations of 25,000 and less—the "small-city field"—dwell over 70% of this country's total population.

Right now, however, the pendulum shows a tendency to swing the other way and scores of discriminating National Advertisers are at the present time investing part of their advertising appropriations in mediums which directly influence the vast volume of trade existing in the "small-city field."

For this purpose, the majority of these advertisers have selected THE PEOPLE'S HOME JOURNAL, because its entire circulation of over 900,000 copies per month is concentrated in the "small-city field"—and in the best and most prosperous homes of this field.

THE PEOPLE'S HOME JOURNAL

Established 1885

F. M. LUPTON, Publisher NEW YORK

J. P. BALMER Western Manager Chicago Jos. A. Moore Advertising Manager New York We Will Pay \$50 for a Stronger and Clearer Statement of the Money-Back Idea Behind Our Guarantee.

You will find this Money-Back Guarantee as now expressed just at the top of our advertising index—page 12 in the November issue.

It is the best way we have yet found to word the bond of confidence between Good Housekeeping Magazine and each reader.

On one side this guarantee rests upon the honesty of the concerns whose advertising we accept and on the other upon the sense of fairness which we know exists in any collection of real American homes. We have, as regular readers, 300,000 women who manage such homes—the largest class circulation ever brought together.

Can you express our idea in a stronger and better way? It is worth \$50 to you if your expression of the idea is accepted by us.

GOOD HOUSEKEEPING M A G A Z I N E

New York

Springfield, Mass.

Chicago

A PROSPECT'S SOLILOQUY ON "THE GIVE-AWAY" IN FORM LETTERS.

THE RUMINATIONS OF A BUSINESS
MAN WHEN HE READS HIS MAIL
—THE WRONG HUNCH AND THE
FAR-AWAY PHRASE — PALPABLE
BECEPTION AND IT3 LITTLE STING.

By Lynn G. Wright.

Scene—The private office of a well-rated merchant in an Ohio

Тіме-9:30 а. т.

(Enter the well-rated merchant, who swings his chair into position before his desk and tackles a big pile of mail laid before him by the office boy. It is easy to see that his "hair pulls" and that accordingly he is in a caustically critical frame of mind. He solilo-

quizes.

Ah! (running through the pile) the usual number of form letters. I must be upon the mailing list of every shoe house, tooth powder house, brokerage firm and baby rattle concern in the United States. Now, this is the limit! A letter addressed to Mrs. Jackson Bainbridge from Madame Ease's Soothing Syrup Company. Might better have saved their two cent stamp and stationery, for (facetiously) there ain't no Mrs. Bainbridge, and there ain't going to be none either. (Opens the letter) Begging my mythical better half's pardon I must see what they want of her. (Reads.)

DEAR MRS. BAINBRIDGE:

Like most women you have doubtless laid awake nights trying to quiet the little one. You have seen your husband pacing the floor half the night trying to quiet the poor little soul. Do you not owe it to both you and your husband, as well as to the suffering infant, to use Nature's Grandest Remedy? Madame Ease is unselfish in her desire to aid you. Simply cut off the coupon and mail for a sample bottle.

Sincerely, MADAM EASE COMPANY.

Whew! (Wiping the cold perspiration from his forehead.)
What a picture! I wonder if these misdirected form letters are to blame for the falling off in

matrimony. But what has this letter from the Wood's Terminal Company to do with me. (Skimming over it.) They think I must be exasperated, they say, because of the cost of my insurance due to the "ramshackle old building" I am storing my goods in in New York. Wrong hunch, gentlemen! I let my wholesalers take the worry about that little point.

But here is something that I may be interested in-shoes. But what a botch job. These people are like a lot of others who think they are fooling their readers with "imitation" personal letters. This letter of mine must be about the ten thousandth copy, for the type is worn down and the letters run together in places. My name looks nice at the top. They must think I am a blind rabbit to assume that I could not see that the name is filled in on the typewriter. They have tried to have the periods show through the back, as in the real personal letter, but it is obvious from the evenness of the impression, aside from the worn type, that this same letter is going out to hundreds of others. If to their faces I should assume such a lack of discrimination on the part of my customers I'd lose trade, you bet.

Now this letter from the Swift Motor Car Company is very neatly done. It certainly is a beauty. The rubber stamp signature in blue ink of the general manager looks almost genuine. Funny they didn't know that blue ink fades to black in a few hours. This signature is as fresh as one that just came from a fountain pen. Let's see. (Examining the date at sending office.) Been twenty-four hours on the way. Form letter, all right. I guess I'm like a good many people who nowadays try to discover from the letter whether they are really being honored with a personal communication or are only part of a raft of names on a mailing list. Certainly the way I feel this morning wouldn't help make them a sale, when I discovered they were trying to dupe me. (Reads the letter.) Good argument and clever approach. Want to interest me in an eighteen hundred dollar car. Want to know if I want some of their stock, too. Gee! If I was trying to sell something so important as stock to a man I wouldn't use any deception, even in trying to make a chap believe my letter was something that it was not. I would sail under right colors. If the expense was too great to send a personal letter to a long list of prospects, I'd have a letter printed. I'm interested in good investments and I would read what they had to say, anyway. I am not in sympathy with this firm, though they may be all

right.

(Takes up another, under a one cent stamp.) From the Peerless Woollen Company, Importers, eh? Just my suggestion exactly—a printed letter, with the firm's name at the top and all that. Wonder what prices they have got and how the goods would be suited to this section. (Reading through hurriedly.) Will save this later investigation. think they have something worth a tention in my part of the country. It will be just as well to get in ahead of Simpkins down the street on this, for he has probably got one of these letter-circulars, too. (Sticks the printed letter on a spindle for later attention. The ones previously examined have gone into the waste basket.)

At last a real bona-fide personal letter, certainly run off by some stenographer for me alone. Know it as if I had seen her do it. (Going through the letter carefully.) This Co-operative Merchants' Trade-Aid Company might have saved their labor in writing each letter separately. A six year old boy can see that this is being mailed also to a lot of others. The sentences have a formal, far-away tone; they haven't the close per-sonal appeal that must creep into a letter that is written for one person alone. Just the difference between a Caruso record and hearing him sing on the stage. One you feel all through you is only a copy; but the stage performance you know is not going on elsewhere. A man's instinct puts him wise to a letter like this.

That first sentence is as distant as Mars: "A merchant nowadays cannot work out his salvation alone, unless he has had a long training in each specialty of sales development." Sounds like the beginning of an essay. If they are going to be partly personal why don't these letter writers go all the way? Refer by name to this town, to some local business condition, or put a question to me that I can feel at once sets me apart from other folks this trade aid company is soliciting. It must have on file such information, if it is on its job. "Won't you write us telling how we may be of help to you? If you say so we shall be glad to send you a representative to take the matter up in person." Any ordinary man who gets his share of letters becomes expert in spotting these various shifts to get his personal atten-tion. What I kick on is that these firms don't credit me with ordinary power of discernment. trade aid concern will probably feel sore because so few men will answer their letters.

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I know what I'd do if I had occasion to send out three or four hundred letters, all advancing the same proposition. I'd either get the facts about each man, or I'd have a form letter printed by a process company and put this in the opening line: "This is a form letter being sent to three hundred prospective buyers and selected individuals. You are in the class whom the proposition will closely

interest."

Such a tearing off of the mask in the very beginning, not to mention the novelty of the thing, would make a big hit. I wouldn't lay myself open to a charge of

trying to fool anyone.

(Picks up and opens a square shaped missive.) These men are on the right track. Just an engraved card, announcing that Stickney's have received a new shipment of fashionable jewelry, and inviting the recipient to the store. This certainly has tone, carrying power and frankness. You are one of several who get the card, but you have a feeling that, nevertheless, you have been

singled out. A communication like this is peculiarly in accord with the high class quality of the goods you are invited to inspect. Very well, Stickney, I may drop in and see you. Your card is just as effective as a personal letter would have been and infinitely better than any form letter, however

artful it might be.

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From what I have observed, the short comings of the form letter -their futile deceptions and their assumptions of absolute senility on the part of the reader-are evidently due to the fact that most firms are in a rut. They fall unfirms are in a rut. thinkingly into line with the mob of others who have a "list." They probably don't intend to insult the reader by intimating a lack of intelligence. They just adopt a pre-vailing "method," because others are doing it. It is an accepted way of trying to get business. Peculiar so few firms seem to have made any analysis of the proposi-They drift along with tion at all. When some bright felthe mass. low shows the weakness of this vicious and money wasting habit by pulling off a big success, others will make a break to imitate him. If a concern is to get my interest and respect it has got to get at me without these old, worn-out tricks. I'll rise to any thing that is honestly advanced on its merits and with the recognition that I can see through a fence when there is a knot hole in the boards.

A regulation form letter, with the regulation form letter tricks, may cause me to buy sometimes. But I buy after I have gotten over being riled. As a rule, though, I can't give my entire good-will to a concern which goes gunning for me with such poorly worked out literature. (Having thus relieved his mind, the well-rated business man turns to a stack of sales reports awaiting his attention.)

An advertising scheme of Liebler & Co., of New York, theatrical managers, has been stopped by the U. S. Government. The advertising man had the head of an actress and a composer reproduced to resemble postage stamps on the envelopes the firm sent out. This was regarded as an infringement by the post-office authorities.

Take It From The Merchant

His verdict is that The Ladies' World subscribers have the means and are good buyers.

Such verdicts are on file from merchants in all sections and were given only after a thorough investigation of The Ladies' World subscription lists. In each locality these lists were passed upon by a prominent merchant.

The absolute assurance of quality, coupled with our rebate-backed guarantee of circulation, makes Ladies' World space an absolutely safe buy.

LADIES WORLD NEW YORK

WHAT IS HAPPENING IN THE AUTO INDUSTRY.

OVERIRODUCTION AND FINANCIAL CONDITIONS—THE BENEFITS OF THE INDUSTRY—AN INVESTIGATION AMONG BANKERS—IN HERENTLY SOUND CONDITIONS.

By Benjamin Briscoe.
President United States Motor Company, New York.

From August 1, 1909, to July 31, 1910, there were made approximately 180,000 cars at a total valuation of \$240,000,000. Conservative estimates place the 1911 production at 200,000 cars, and, judging from business throughout the country, there is every reason to believe that an output of 200,000 cars is a very conservative estimate.

Regardless of rumors which have been spread broadcast to the effect that the automobile industry was waning, there will be more cars sold during 1911 than any year since the inception of the industry. There is no denying that the automobile has come and conquered and has established itself as a permanent fixture in our

daily life.

It would practically be impossible to eliminate the motor-car from pleasure or business. There is nothing yet invented that could take its place. The automobile represents progression and has taken its place with the telephone, telegraph, steamboat, electricity and other wonderful inventions. Like all other progressive inventions, it has been decried and some have endeavored to make the public believe that it was a "menace to our homes," "an economic waste," and that homes were being mortgaged to purchase cars.

True, it may be that some minor concerns have "over-produced," but this surely is no barometer by which the entire industry should be judged. Because these concerns have produced more cars than they could sell is not by any means a criterion.

Overproduction occurs in any business. Certain makers of shoes, woolen and cotton goods overproduce each year, but we do not hear any wildcat rumors to the effect that the shoe or cotton industry is verging on a collapse. To those in the industry it is really amusing and ridiculous to read these unwarranted attacks upon the automobile industry.

The automobile has brought the country nearer the city; it has raised land valuation in nearly all sections of the country; it has cured sick people when medicine did them no good; it has made the strong stronger, and the automobile is wiping away border lines, and through the automobile there will be no South, no North, no East and no West. It is bringing the ruralite and the city folks into closer connections. It has been the cause of making the hotel proprietors and merchants in country towns more prosperous; has given employment to thousands of men and women, and pays wages much higher than the majority of industries.

The motor-car is a boon to merchants and business men who deliver goods. It is cheaper than horses and thousands of dollars are saved each day by merchants who have adopted delivery wagons and trucks in connection with their business and who have relegated their horses to the pastures.

For the purpose of arriving at the true facts in obtaining exact information relative to these rumors, which have been so persistently circulated, that automobiles were purchased by the wholesale with money secured by mortgaging homes, we wrote to 24.000 bankers in the States and enclosed a blank form, asking the bankers to furnish us with the number of people in their vicinity who had mortgaged homes or who had borrowed money to purchase automobiles. The bankers were also asked to supply to the best of their knowledge the percentage of motor-cars used for business or useful purposes, and whether or not, in their opinion, the sale of automobiles would increase in their respective terri-

In the opinion of 2,675 bankers the sale of automobiles will increase during 1911 over that of 1910, while 1,759 say the sales will not increase. The latter, however, are bankers in the small towns and remote sections of the country, where the increase in population is small, which may account for their opinion in part.

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The thorough investigation of the United States Motor Company has unquestionably exploded the irresponsible statements of a group of men who have endeavored to make the public believe that the automobile capital represented an economic waste. As a matter of fact, the figures show the automobile business to be built upon as sound a foundation as that of any other industry.

Many of the letters are filled with optimistic statements, and there is probably no class of business men in the country who are in a better position to throw light on the future of the automobile industry, and, in fact, any business than the bankers.

These letters reveal exact conditions in all sections of the country, and it is with considerable gratification that a big percentage of the letters speak in glowing terms of the various business purposes to which the automobile is app ied.

A predominating feature of the correspondence reveals the frankness and thoroughness with which the bankers made the investigation. Many of them personally talked with automobile dealers and garage men, present and prospective owners of automobiles, and the compilation shows vividly that these hard-headed business men believe the automobile industry is practically in its infancy and that the public is only awakening to the great possibilities of the motor-car.

The Tracy-Parry Advertising Company, Philadelphia, has removed to larger quarters in the Lafayette Bildg., at Fifth and Chestnut streets, that city. Frederick H. Lovejov and J. Rowe Stewart are now affiliated with this

T. H. Owens, formerly of the Butterick Trio, has accepted a position as eastern representative of Business and the Book-keeper.

The Standard Paper for Business Stationery—"Look for the Water-Mark"

Imitations

The most regrettable feature about the many imitations of Old Hampshire Bond is that the firms who buy these imitations are themselves unconscious imitators of the firms who use the real

OLD HAMPSHIRE BOND

The "feel" and "crackle" of Old Hampshire Bond are unmistakable to the man who has used it once, while the water-mark will identify it to the neophyte.

Let us send you the Old Hampshire Bond Book of Specimens, It contains suggestive specimens of letterheads, and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

SOUTH HADLEY FALLS MASSACHUSETTS

Made "A Little Better than Seems Necessary"-"Look for the Water-Mark"

WHY AUTÓ PRODUCTION MUST BE CURTAILED.

SLIGHT OVER-PRODUCTION A REAL FACT—ACTION OF BANKERS WILL STOP "WILD-CATTING" — FLIMSY CONTRACTS A MENACE—NEVERTHELESS 1911 BUSINESS WILL BE BIGGER.

By Charles P. Henderson, Vice-President and Manager, Henderson Motor Sales Company, Indianapolis.

It is quite apparent to all well-informed automobile manufacturers that the production of automobiles for 1911 must be curtailed. We believe that one reason for this is ample, namely—that there has this year been a slight over-production, due largely to the stand taken by a few of the Western bankers, which has seriously affected the sale of automobiles at retail for the past sixty days.

It is true, of course, that a few of the large builders overproduced for the season of 1910, and on account of financial troubles were forced to sell their surplus at a discount. This has made the conservative builder more conservative and will naturally result in a healthier condition than has prevailed for the

past year.

As for the Cole Motor Car Company, whose output we are marketing, it has been oversold from the first month, and at the present time we have bonafide contracts for the 1911 output, over 10 per cent of which is specified for immediate-delivery orders.

We, therefore, feel very comfortable over the present outlook, and with fairly good deposits on every car contracted for, we have

no fears for the future.

One of the surest ways to correct the present tendency toward "wild-catting" in the automobile business is the stand taken by leading bankers, which will make it necessary for the manufacturer to sell only to responsible dealers, who will take out their cars promptly on arrival, and contract for only the number of cars that they can reasonably expect to sell.

After going through the past three months the average selling organization should know better than to depend on flimsy contracts with irresponsible parties, and unless we miss our guess the 1911 business will be better contracted and better sold than was the 1910.

We have not found it necessary to cut the price of our car or to increase the discount, and with reasonable expectation of increasing the output from eight hundred in 1910 to fifteen hundred

during 1911.

Our contracted number of 1910 cars have been sold and delivered, and for 1911 we will build practically double the number of cars that we built in 1910, and we have contracts with responsible distributors and dealers for our entire 1911 output.

BANGOR ADOPTS ADVERTISING IDEA.

Having taken due notice of the remarkable growth in population of San Antonio, Texas, and other cities, following a well-planned publicity campaign, the chamber of commerce of Bangor, Maine, is asking itself why that city, too, may not stave off a probable decrease in population and the number of business enterprises by advertising. It is beginning to be aware of the anxiety of the Maine railroads to help bring prosperity to the whole region. Already one shoe industry has been rehabilitated through the chamber's efforts, and an encouraging number of new families are selecting Bangor as a home. Thus encouraged, the business men are asking each citizen to consider himself a committee of one to find new industries for the city, and to inform the association of prospects.

NEW OFFICERS OF CHICAGO AS-SOCIATION.

The Chicago Advertising Association at its annual election of officers on October 10th re-elected J. Ray Woltz president. The other officers chosen were: First vice-president, F. L. E. Gauss; second vice-president, I. D. Wallace, Jr.; financial secretary, M. B. Hart; recording secretary, F. A. Howard; treasurer, Charles Touzalin. Directors: Noah Van Cleef, A. E. Chamberlain, James A. Young, A. G. Langworthy, John J. Logeman, Maurice L. Rothschild, F. Renest I. Mitchell, F. W. Harrey, Jr., and George E. McCaughan. A banquet was given in the evening in honor of the president-elect.

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Don't Tell How Good An Advertising Medium

FARM AND HOME is, as I am willing to keep out all of our clients' competitors, wrote an advertising agent when he told us it stood first on one client's list, and increased that man's order by 296% over his previous one in

that national semi-monthly farm paper, that is read by the very best of the highest type of progressive farmers and their families the country over, because of its really interesting, practical, adaptable reading matter. That's why every copy of its guaranteed

500,000 Circulation

goes into the home of an interested reader-like our subscriber's home shown above-who subscribes because he likes it. It's all interested circulation, and because we guarantee the reliability of our advertisers our subscribers buy of them freely. It pays the best known advertisers. You try it. It will pay you.

THE PHELPS

PUBLISHING

COMPANY 439 Lafayette Street New York City

1209 People's Gas Building Chicago, Ill.

Myrick Building Springfield, Mass.

BETTER DEALER CO-OPER-ATION THE KEYNOTE OF AUTO DEVELOPMENT.

EVOLUTION OF AUTO-SELLING IN FU-TURE TO CONCERN ITSELF CONSID-ERABLY WITH COMMERCIAL CARS —A SOUTH BEND RETAIL SUCCESS —CO-OPERATION TO BE BIG FUTURE AUTO FACTOR.

By Charles Arthur Carlisle, Chairman Publicity Committee, Studebaker's, South Bend, Ind.

American people are faddists. Notwithstanding this fact, the future of the automobile follows naturally the evolution of the vehicle, and that makes it permanent.

The commercial side of the automobile is just in its infancy, so far as development is concerned, and the future success of that class of work will develop a revolution for town use.

When the automobile manufacturer is in position to go to the merchant with an absolute, fixed guarantee as to service and the efficiency of it, at a cost far below any record ever before reached in the handling of a commercial proposition, the merchant will not hesitate to place himself entirely in the hands of the manufacturer. The survival of the fittest is inevitable with reference to the automobile industry, and its future development and success will continue through the ability and success of the manufacturer in manufacturing correctly and in the judicious use of publicity space as a co-operative agency to the sales department in disposing of the product advantageously.

Publicity space is the most important factor for the successful development of all commercial enterprises whose product is offered to a discriminating public, and the future use of publicity will be greater than in the past.

Several years ago I gave to one of the leading merchants of South Bend the following slogan for use in his business: "The Brightest Spot in Town," and mapped out for his use the suggestion that he utilize this slogan

in connection with all his publicity, inclusive of field signs, large display sigus along the interurban and railroad lines coming into South Bend, in his local newspaper display, and that all of these outdoor signs be painted with the Century Permanent Red. and that his advertisement be cut in in white, making a special fea-ture of the slogan: "The Bright-est Spot in Town," and that he paint his building in town with the same Century Red, so as to form a perfect contact, with the result that the people within a large radius of distance around the town became familiar with the fact that John Chess Ellsworth not only advertised the fact that his place of business was "The Brightest Spot in Town," but he developed a team work among his own employees with such splendid results that every department of his business was synonymous with the slogan, and the result was the advancement of his business to such an extent that in my estimation he is to-day one of the brightest, most progressive and most successful merchants in the United States. He is a true exponent himself personally, as is every department of his business, of the slogan that he uses-"The Brightest Spot in Town"-and it seems to me that that is a most effective class and kind of publicity.

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I was recently impressed, upon opening up the Saturday Evening Post, to discover a full displaypage advertisement of a leading manufacturer of men's garments in Chicago, stamped with a rubber imprint upon the copy that was purchased from the news company at the railroad station, showing that these garments were sold exclusively by a South Bend dealer. I turned over a few pages and discovered another advertisement in the same copy of a fullpage advertisement representing men's clothes, and this advertisement had a rubber stamp imprint upon it showing that these garments were sold exclusively by another local dealer in the city of South Bend. I do not know as I am particularly impressed

with the idea of a rubber stamp imprint, except that it is a different color from the print of the publication and it attracts your. attention upon opening the publication at that page; but the point that impressed my mind was the development of the keen appreciation of the South Bend dealer, or the manufacturer, or someone connected with publicity, in the effort to form a contact between the general display advertisement and the local dealer, and that is the subject of my text that I would like to preach a sermon

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ng ts bat vs n, e The manufacturer employs the best possible talent as a doctor of publicity; he selects the agents that offer the highest efficiency, and above all, honest, reliable service. He appropriates large sums of money and buys publicity space in a discriminating list of splendid publications, and announces to the world in general the superior quality of the prod-

uct manufactured.

If the local agent fails to advertise to his local customers the fact that he is the local representative of the splendid product advertised by the manufacturer, he loses 'the 'golden opportunity of forming a contact of advantage and profit to himself and the manufacturer.

The future success of publicity with reference to the automobile will consist in general publicity and local publicity, effectively forming the contact between the manufacturer, the dealer and the consumer.

The Chicago Commercial Times, the new financial daily started a few months ago, was on the 17th absorbed by the Examiner. The Times had previously absorbed the Commercial Journal, a rival financial daily, started by Hearst interests to head off the Times.

The Rev. Paul B. Jenkins, pastor of Immanuel Presbyterian Church, Milwaukee, which has been advertising its services, says that he can already see the effects in attendance, as there never has been as great a proportion of strangers at the services as at present.

The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car and Billboard Advertising Business Literature Publicity and Merchandising Counsel

The Ad

- THE BEST THING WE CAN SAY about E-M-F "30" and Flanders "20" automobiles is that they have made good every statement ever made in our advertisements—and we spared no adjectives in our vocabulary.
- CARS THAT CAN DO THAT must be good cars—and 18,000 satisfied owners are to-day outdoing us in praise of these cars. Must be mighty good cars.
- AMERICAN ADVERTISING PRINCIPLES differ from those of all other countries in this regard; we make the product live up to the ad. Perhaps we do get a little enthusiastic in our preliminary announcements—we decide what the buyer ought to have and promise it to him. Having done that, we must make good to the last detail—else success is short lived.
- NO ONE KNOWS BETTER than professional advertising men that the above is true. Advertising will introduce a name or a product. It will sell enough on trust to give buyers a chance to try the product thoroly—but unless the result of that trial is satisfactory; unless the product is up to the standard the entire campaign falls flat—and there's another crocker to say "advertising doesn't pay."
- ADVERTISING ALWAYS PAYS—if you make good in the product. There are no exceptions to that rule. And American business men appreciate that fact better than those of any other country.
- HERE'S A LITTLE INCIDENT that occurred a few months ago in our own factory, and which illustrates our point. Chief engineer burst into the advertising man's office, thrust a recently published full page of promised under the nose of that startled individual with the inelegant but forceful question, "How the hell do you expect a man to build an automobile like that for \$750?"
- "BECAUSE WE HAVE THE BEST engineering force known to this industry," replied the ink-slinger. "Best hot-air shooters you mean," he hurled back contemptuously. Then in a despairing tone, "the worst of it is Mr. Flanders says I have got to make good on everything you have said here."

And the Car

WELL, WHAT HAPPENED: Why, the engineering force—best that money can hire—did make good, and in making the supreme effort to do so, beat the ad in results with the result that another ad had to be written to even up on the engineering force.

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- THAT CAR WAS FLANDERS "20"—and we now sell it not for \$750 as we did last season, but for a flat \$700. Able to because of lower cost of materials this year combined with the fact that all preliminary expenses have been paid and we are making them in tremendous quantities.
- HERE'S AN EXACT PARALLEL: If a country pubisher, setting his own type, writing his own copy and, with a boy, running the sheet off on a hand press, could make a better newspaper than the Chicago Tribune with its brainy, experienced editorial force, its linotype machines and multiple presses then concerns that assemble—have their composition done by one outside firm, their press work by another and edit with a pair of shears, as it were—could make as good an automobile at the price as we. But neither is possible—common sense will tell you so.
- THAT'S WHY WE SAY—and use the strongest terms we can think of, feeling that even then, we tell but half the truth—that nowhere on earth can you find such value in an automobile as in the two models made by the E-M-F Company.
- AND REMEMBER THIS: it is our firm belief that no concern can hope to enjoy long lived success which does not either advertise only as good as the goods are or make the goods as good as the ad.

The E. M. F. Company

Automobile Manufacturers

Detroit, - - - Michigan



Two Opinions of the Farm Journal

The strong attachment for the FARM JOURNAL that is felt by people of the most various kinds is well shown by the two following letters. The first is from a plain, substantial Ohio farmer:

DEAR SIR AND FRIEND:—I have been a subscriber to the F. J. for about thirty years, it being the first paper to come in my name. I wish to congratulate you as deserving a large share of the credit for my success as a farmer. The seed sown by the F. J. will add to the joys of humanity for ages.

Yours very truly,

WARREN SNODE.

The second letter is from the Head-master of the famous William Penn Charter School, of Philadelphia. Perhaps you did not know that this well-known educator is also a Maine farmer.

WILLIAM PENN CHARTER SCHOOL, PHILADELPHIA, 10/3/10.

WILMER ATKINSON. WILMER ATKINSON.

MY DEAR FRIEND:—My wife is a subscriber to the FARM JOURNAL. At our farm in Maine, in summer, it has been of wast benefit to both of us. It is decidedly first among all the periodicals of its class I have ever known. The delicate cream shade of the paper,—the dead surface,—grateful to the eyes,—the practical, plain, common-sense suggestions with which the paper is filled,—the old-fashioned, heart-touching verses,—the sane, wholesome elevating tone of the editorials, go to make up the ideal periodical for the country home.

It is easy to understand your phenomenal success. I trust your

It is easy to understand your phenomenal success. I trust your future may be even more successful than your past. With sincere regards, I am Yours faithfully,

RICHARD M. JONES.

Such letters make it easy to understand why advertisers so often report. "We received more orders from the FARM JOURNAL than from all the other papers that we used."

Be prompt with copy. Forms for December close November 5th, unless all space is taken earlier. Over 800,000 copies, \$4.00 a line.

WILMER ATKINSON COMPANY **PUBLISHERS** PHILADELPHIA

WHERE AUTOMOBILE SELLING STANDS.

GENERAL MANAGER OF A L. A. M. TELLS WHAT THE PRESENT, AS WELL AS THE FUTURE, MARKET FOR AUTOS IS, AND SOME MER-CHANDISING REASONS FOR PRES-ENT CONDITIONS - INDUSTRY SOUND AND STAPLE AND THE . SHAKING DOWN A GOOD THING.

By Alfred Reeves

General Manager, Association of Li-censed Automobile Manufacturers.

[EDITORIAL NOTE.—The A. L. A. M. is credited with being about the most potent balance wheel in the auto industry. Its unique position and power, of all output, has done much to prevent a worse situation.]

While a few companies making automobiles may be unable to dispose of them because of poor selling methods, lack of effective publicity, or uncertain quality, the business as a whole is on just as firm a basis and in much better financial shape than many other lines. Companies founded on paper and promises cannot survive, but the pioneers with names that are household words are continuing to manufacture and ship in large quantities.

It is true that mushroom growth must be and is being eradicated; but there is a yearly market for 200,000 automobiles in this country which is normal and sound, and it is only a question of who is best equipped and able to make these sales. Certainly many of the companies now incorporated cannot get it; certainly the competition in price, quality and service, which is drawing closer and closer, must give the main advantage to those concerns with best factory equipment and the most convincing good-will with the public.

One of the greatest sources of miscalculation and inflation has been some dealer's over-optimism. Having ordered 100 cars last season, and sold them all, with perhaps eight or ten more calls for cars he didn't have, the dealer this season frequently orders 200, forgetting that he had under-estimated only a bare 10 per cent last season.

Yet who can refuse to sell to those for whom cars are perhaps an extravagance, but who pay for There is quite as much extravagance in clothes, apartments, jewelry, etc., as there is in automobiles-some people think a good deal more. But with the elimination of the few who have been hurt by their own automobile extravagance, the automobile becomes as staple and necessary a convenience as the tele-

graph and telephone.

Undoubtedly there will be some failures, but they will be among small companies which have started with insufficient capital at a period late in the industry. There are some makers who have lived on the overflow when production did not equal the demand; and now, when that overflow ceases, they will pass the way of all concerns that may have a poor supply of brains, to say nothing of an insufficient backing of money. The trade at present exceeds anything that we have known; but it is at a point where, except in certain classes of cars, the factories in the trade are well able to supply the demand that exists.

It has been pitiful to see some recent flotations made with the money of individua's who were induced to invest on the strength of stories of the fabulous profits made by pioneers in the trade. Excelient profits have been made by some of those who entered the trade early and started with comparatively small capital; but the psychological moment has gone by, and it takes large capital and a great organization to become any kind of a factor in the motorcar industry at present. Most of the automobi'e manufacturers who have made profits have turned them back into their plants, so as to be better prepared for the increasing demand and the necessity for making good cars at a fair margin of profit.

There is no broader field for any industry than that which confronts power-driven machines for transporting passengers and

freight. Of the 425,000 pleasure or passenger cars in use, at least 40 per cent are identified in some way with business. The utility of the machine becomes more apparent with its continued use, but, like the railroad and other great inventions, it must weather the storms of criticism which its progress creates among those who judge solely from surface conditions. Real students of economics, however, have long since appreciated the field, the necessity and future of the motor car, and express no surprise at its wonderful advance and its increasing use. It is not unlikely that motor-car buying has hurt the jewelry trade, the carriage trade and possibly a few other lines, but it has all been offset by the greater circulation of money involved and by the saving of time and therefore the increased value of the average man's productive working hours.

Even with 425,000 cars in use, when it is estimated that there are 997,000 families in the United States with an annual income of \$3,000 or more, there would seem to be plenty of purchasing power for motor cars, although they were to be used solely for pleasure and without a thought of con-

venience or business.

The total capital involved in the manufacture of motor cars is somewhat difficult to estimate, but it can be conservatively figured at not less than \$275,000,000: In many cases factories with a capital of \$100,000 or \$200,000 have an investment of a million or more, for there has been little or no injection of water into the securities of motor-car companies. The pioneers of the business have endeavored to build up substantial properties, capable of large production at low cost, and with an eye always to supplying a satisfactory product that will be in demand from year to year. When it is considered that there is not less than \$175,000,000 invested in the production of accessories, the total plant investment can be figured at \$450,-000,000.

As to the number of persons employed in the manufacture of motor cars and accessories, the figure has been placed at 240,000, which is the result of a computation based on the number of men employed in the various factories. In addition it must be remembered that there are 7,600 agents selling automobiles, who maintain either salesrooms or garages, and in many cases both. Figuring an average of five persons to each salesroom or garage-a very low estimate—gives 38,000 employees in that branch of the industry alone. In New York state alone there are about 35,000 registered chauffeurs.

The possibilities of the motor car are just as wide as those of the telephone or the railroad. Every farmer wants one; every doctor requires one. They are needed by every seller of suburban real estate and by every contractor who may at present be going from one job to another with horse and carriage. People in small towns, doing business in adjacent territory, can hardly do without them; and the old cry for anything that moves the individual quickly comes in evidence with the newly rich, and the ris-

ing generation.

The exports of motor cars, which, during the past year, reached more than \$12,000,000, point to a future for the motor car in that direction. Besides the so-called passenger-carrying vehicles or pleasure vehicles, probably 40 per cent of which are used in some form for business, there is that great field of commerce where the motor car must, sooner or later, take the place of the 7,000,000 horse-drawn vehicles in use and the 31,000,000 horses which are waiting for deliverance.

The eleventh National Automobile Show will be held under the auspices of the A. L. A. M. in Madison Square Garden in two sections in January next. The first section will run from January 7th to 14th, and the second from January 16th to 21st.

W. R. Hotchkin, who has been sales manager for Wanamaker, New York, and prior to that advertising manager, has just accepted the offer to fill the vacancy created by the resignation of Mr. Perry, taking effect October 24th. Thomas H. Moore, who has been advertising manager of Wanamaker's, continues in that position.

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"Covering the country"

is a favorite phrase of advertisers. But-some parts of the country are the richest parts-"the cream"the juice without the pulp.

Why not "cover the wealthiest parts of the country"—the States and Territories where money plus the willingness to spend it makes sales easy. "The Associated Sunday Magazines" circulate in 11,000 cities, towns and villages in the 39 richest States and Territories.

More than 1,100,000 copies a week. Advertising rates and detailed circulation statement from either office.

The Associated Sunday **Magazines**

One Madison Ave., New York. Record-Herald Bldg., Chicago

Issued every week co-operatively by and simultaneously as a part of the Sunday editions of

CHICAGO RECORD-HERALD BOSTON POST ST. LOUIS REPUBLIC PHILADELPHIA PRESS PITTSBURGH POST **NEW-YORK TRIBUNE**

WASHINGTON STAR MINNEAPOLIS JOURNAL **ROCKY MOUNTAIN NEWS BUFFALO COURIER**

ELECTRIC VEHICLE INTER-ESTS PLAN JOINT AD-VERTISING.

STRONG EFFORT STARTED TO GIVE THE ELECTRIC VEHICLE MORE POPULARITY — BATTERY, ACCESSORY, AND VEHICLE MAKERS, EVEN CENTRAL STATIONS UNITING.

Recent issues of PRINTERS' INK have told now how twenty communities got together for the purpose of joint self-exploitation, again how twenty men's wear manufacturers joined for one publicity movement, still again how joint advertising benefited the "Fermil-ac" problem, and even then the list includes but a fraction of the total of such movements.

Possibly none of them have been on such a scale, however, as is the latest venture in the automobile world—the joint movement to overcome the accumulated prejudice of a decade against the electric vehicle. It is a movement that is shared in by nearly all manufacturers of "electrics," by power stations throughout the country, by the makers of batteries, and by the producers of automobile accessories and parts—and display advertising is to be the lever through which this popular prejudice is to be overborne and through which it is hoped to regain the proud position once held by the electric vehicle.

The project took on definite

form last week when the interest centering around the Fourth Annual Electrical Show at Madison Square Garden, New York, was deemed to have centralized attention on things electrical. Nearly five hundred representatives of various phases of the electric vehicle industry were brought together and it was unanimously decided that the plans presented should be carried out. plans comprehend the awakening not only of popular interest, but also the gingering up of the manufacturers to the opportunities they are allowing to slip by.

The importance of such a campaign had been recognized for some time before the idea of the Electrical Vehicle Association of America took root, 1908, some enthusiasts in Boston decided that the incubus of popular opinion was too heavy to be gotten rid of by individual methods, and they formed the Electric Vehicle and Central Station Association of Boston. Their opinions were then taken up in New York by Arthur Williams, of the New York Edison Company, and after wrestling with the problem for some time he decided that a concerted movement of education was necessary. Backed by his company, he worked on the matter for several months and soon saw that advertising offered the one and only means of education that would be effective and that it must be shared in by all interested—"If we can't get together ourselves," said Mr. Williams, "we ought to know pretty well that we can't get anybody else together in thinking our way."

It was found that a combination advertising plan for the popularization of the electric vehicle had already been worked out by the Electric Storage Battery Company of Philadelphia, and after examination this plan was adopted for the association. A small fund which had been gathered was also turned over to the new association. But it was then discovered that where in the early years of the industry, the tendency had been to advocate the electric automobile for any purpose, the present day showed that the manufacturers were almost afraid to

speak out for their product.

It was charged directly that "the electric vehicle manufacturers have been altogether too modest in setting before the public the merits of electrically propelled cars. The battery manufacturers have been, until recently, too busy perfecting their batteries to give publicity much attention. Central power stations have failed to realize that they were losing a profitable business in neglecting the charging of vehicle storage batteries, and consequently have made no attempt to increase the use of electric vehicles. The accessory manufacturers have been

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The following is from the address to those present of W. H. Blood, Jr., of the Stone-Webster Company, Boston, president of the newly-launched association.

"The immediate problem before us is to overcome the unfortunate prejudice against the electric vehicle and to convince the public that the experimental days are over, that the new business vehicle is a commercial success and that the new pleasure vehicle is not only a thing of beauty but a joy forever. Comparatively few people realize what wonderful progress in the development of the electric vehicle has been made in the past few years, for little or no effort has been made to tell the public of the changed conditions.

tell the public of the changed conditions.

"The need of forming an association
to correct these conditions and to enlighten the public is self evident. The
modesty of the vehicle manufacturers
must be overcome, and the recent
achievements of the electric vehicle
must be published even in the remotest corner of the land. The story must
be told in an honest, straightforward
way; exaggerations are unnecessary."

The securing of an advertising fund of large proportions was the first step taken up by the members of the association. It is to be solicited from every branch of the electric vehicle industry and pledges have already been given that augur well for the solicitation. A large committee on advertising has been named to take up this work, and a smaller committee is to be named shortly as a special working body. In the near future an advertising manager is to be secured to direct the publicity work,

This advertising fund is to secure space throughout the country for spreading the doctrine that the electric vehicle is a perfected device, and that it can and does perform certain services better and cheaper than any other agency. No particular make of vehicle or endorse chain drive or shaft drive or any special type of battery is to be advocated. The praise of the electric vehicle is to be sung as such, and to get the public to adopt and use the electric vehicle.

Another important end to be developed has for its object the helping out of the advertising plans by the standardization of all parts.



Of course you want to reach the country towns and villages and their big little brothers, the small cities. They're just full of folks who make money, have money and spend money. And, of course, those in interior New York. New England and adjacent states are particularly desirable. Then, why not use the advertising columns of THE UTICA

SATURD MLOBB

that beautifully illustrated weekly newspaper that for thirty years, beloved and respected, has been a welcome visitor into hundreds of thousands of the very best homes in that very section.

THE SATURDAY GLOBE will carry any message you have worth telling to more than 140,000 families any week you say.

A story as long as this for about one-thirtieth of a cent a family.

It's your move.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune

Bldg., Chicago; Chemical

Bldg., St. Louis.

Mr. Advertiser:

Do you know where your advertisement goes?

Do you know how many persons it reaches?

Do you know what kind of persons see it?

Are all the publications on your list willing to guarantee the circulation they claim?

Will they let you prove their guarantee?

Leslie's Weekly

guarantees a net circulation of more than 275,000 copies per issue.

Any advertiser or advertising agent is invited to come in at any time and make an examination of Leslie's circulation.

We believe in publicity and we believe that the man who buys space has a right to know what he is getting for his money.

Our present advertisers are getting good results—which proves the responsiveness of our readers.

We know absolutely what Leslie's Weekly has done for other advertisers—and we would like to show you.

Circulation 275,000 Guaranteed
Rate \$1.00 per Line to May 1st, 1911

Leslie's

ALLAN C. HOFFMAN, Advertising Mgr. 225 Fifth Avenue, New York CHARLES B. NICHOLS, Western Mgr. Marquette Building, Chicago

GENERAL AND MAIL ORDER MEN LOCK WATCH HORNS FOR FARM TRADE.

BIG WATCH MANUFACTURERS SELL-ING THROUGH DEALERS NOW IN FARM PAPERS IN BIG BATTLE-OLD STAMPING GROUND OF MAIL ORDER MEN INVADED.

By Myron B. Elwood.

The South Bend, Elgin, Wal-tham and Ingersoll watch manufacturers have at last become envious of the farm watch trade that

was the making of Sears, Roe-buck & Company, for instance. For years much mail order money has been made selling watches in rural districts.

These mail order concerns developed the proposition so vigor-ously that it really was the starting of the mail order habit among many thousands, until it came to be the most natural thing in the world for a farmer to buy not only his watches by mail but most everything else that way, instead of at his local dealer's.

As the mail order watch more strongly entrenched itself, the demand for better watches, never advertised to the farmers, fell off and the jewe'er in towns of less than ten thousand drifted into handling cheaper and cheaper But even in the face of a lowered price for Elgins and Walthams, of late years, the vogue on the farm of the cheap watch has not been seriously affected.

The farmer was influenced to give his trade to the cheaper watches by factors of which he was little aware. His heavy patronage of the mail order house gave rise to a sharp competition among manufacturers who sold to jobbers. The orders from the farms bulked so large that manufacturers were found who would supply cheap watches at figures impossible for watch utterly makers with a reputation to The maintain. watch makers whose time-pieces found a mail order outlet had no reputation to uphold and they put out a product which held forth strong temptations to the thrifty farmer solely because of its low price. Clearly the Elgin, Waltham or South Bend companies, who could not compete on the basis of price alone, had to give way in the small town and rural territory. Consumption declined to an irreducible minimum. Despairing of educating the farmer to a preference for a



South Bend



SOUTH BEND FARM COPY.

good product at a fair price, instead of a cheap product at a cheap price, the manufacturers of reputable watches gave up in disgust and resigned themselves to a selling policy that held the farmer as "impossible because he's unalterably cheap in taste."

But the farmer had the taste for better things and moreover he had the price. His tastes began to incline upwards as bumper crop after bumper crop filled his barns and his pocket-book. taste was merely dormant. first longings for better articles often took weird forms. Not a frequent reader of the magazines where the educational campaigns were carried on, he drifted into buying things that glittered. If an article shone it was good,

Farm prosperity awoke the farm journals to a realization that they ought to be used as mediums in trade marked advertising campaigns. The big Portland cement companies made the farms by far their largest market after thorough-going educational campaigns. They demonstrated that a farmer would buy a good product if its superior points were clearly explained. In other words they proved that the farmer was susceptible of educational advertising. It is the contention of investi-

A Watch Case
To Be Proud Of

One way to cheapen a wasch
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ALSO RUNNING IN FARM PAPERS.

gators like Thomas Balmer that the national magazines do not circulate in large numbers in towns of less than five thousand. That wonderfully large potential buying public must be reached through other mediums.

One manufacturer, curious to know how many dealers in these towns were selling his product, sent agents to investigate in three states. The report they made was a revelation. Having sold through the jobber the manufacturer had had no means of know-

ing whither his goods went. It was found that his representation in towns selling to the rural classes was negligible. The dealers suggested that they would gladly handle the goods if they were backed up by advertising that would reach the farmer.

Even to-day the watch manufacturers are rather half-heartedly extending their efforts to capture the farm trade. The Elgin company has been appearing sporadically for eighteen months in farm papers and the Ingersoll Trenton campaign has not been vigorous. Their advances seem to savor of an experimental disposition bordering upon timidity. One farm journal man recently said that if the large manufac-turers would use farm journals as consistently and as earnestly as they do the magazines the results would be just as gratifying. It is reported that the Ingersoll Company is on the verge of a hard farmer campaign. This concern has been one of the dalliers, now in and now out of the agricultural periodicals. Its intention seems strong now to "go all the way."

A MAP THAT ADVERTISES JER-SEY CITY.

Thousands of maps of Jersey City and vicinity are being slipped into letters and packages which are being sent out by the city's business houses. The map was the suggestion of the publicity committee of the Jersey City board of trade.

It shows the streets, the business places and the excellent harbor facilities. The methods of transportation—steam, trolley and tunnel—are indicated. There is space reserved for the use of advertisers. A merchant or manufacturer may thus show how his place of business may most quickly and easily be reached.

place of business may most quietly seasily be reached.

Reverse the map and you have the "circular" whose title is: "Jersey City:
Its Superb Advantages as a Manufacturing and Business Center and Place of Pacidance"

Through the system of distribution put in practice it is expected that this map will find its way to all parts of the world. Business firms have been ordering it in lots ranging from 1,000 to 12,000.

John Schroers, representative of the Star Company, which is the holding company of all the Hearst newspapers, was a passenger on the Lusitonia last Wednesday. Mr. Schroers is stopping in London on business for the Hearst papers.

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D^O you guarantee your car? If you do, you will appreciate this guarantee of ours.

Hot air won't sell automobiles these days. A car must show and do. It must be the money's worth.

When you buy advertising space, do you ask as much of the publication as the car purchaser asks of you? Do you ever ask what you are getting for your advertising dollar?

The Globe

has something definite to sell to automobile advertisers. It has the largest high class evening newspaper circulation in New York. Back of that assertion stand sworn statements of circulation issued every month. The sworn daily average circulation of The GLOBE for the past five months was

137,408

The GLOBE is the only New York evening newspaper that sells its advertising space under an absolute guarantee of this kind.

E. A. WESTFALL, Advertising Manager 5 and 7 Dey Street, New York

O'MARA & ORMSBEE, Special Representatives
Brunswick Bldg., New York. Tribune Bldg., Chicago.

IF ONLY CLOTHES WERE AUTOS!

A DAY DREAM WHEN CLASS PRIVI-LEGE AMONG PRESS AGENTS WILL GIVE WAY TO EQUAL SUFFRAGE— IF CLOTHES ENJOYED THE SAME FAVORS AS AUTOS IN NEWSPAPER COLUMNS.

By Frank H. Holman.

No, I am not sour because the grapes are out of my reach, nor does envy canker my heart because I am not an automobile manufacturer. Alas, I am but an humble maker of neckties, capital-

ized at only \$1,000,000!

But somehow, as I sit in the gloaming and think of things that might be, I cannot help but have day-dreams of the time when, instead of seeing in my favorite metropolitan newspaper (which inhabits a wonderful Broadway skyscraper and frowns fiercely on some press agents) a column headed, "Touring in Automobiles—J. J. Van Morganbilt (Stearns), B. B. Astormorgan (Pierce-Arrow), etc."—I cannot help dreaming, I repeat, of the time when, instead of this, I shall see a column, "Touring in Neckties—W. Gouldastor (Keiser-Barathea)."

I admit that this is utterly Utopian—but surely we can reasonably hope to see regular columns in our metropolitan newspapers, in place of "Touring in Automobiles," entitled "Touring in Clothes," under which would come, dated Paris or Bremen, such items as "F. F. Goldit (Hart, Schaffner & Marx), or Mrs. J. Persimmons Van Cortlandt (Sorosis), or Mrs. J. J. Van Pelf and

daughter (Munsing)."

Six or eight inches of notes concerning New York's "four hundred," alternating between Benjamin, Sam Peck, Moe Levy, Kuppenheimer, Adler, Stein-Bloch, etc., etc., would surely make piping hot reading and be infinitely more humanly interesting and personally illuminating than J. P. Morgan (Peerless), J. J. Astor (Packard), etc. Surely a man's cut of clothes is

of vastly deeper fashion interest than with which model of Chalmers-Detroit he is mowing down French poultry and Dutch peasants, or whether he possesses the latest tremolo of the Overland.

How magnificently thrilling it would be to have the wireless so-ciety cables from Hyde Park, London, and the Paris boulevards tell us that Jay Waldorf was traveling in a David & David necktie and that John Astorbilt was registered at the Ritz in "B.V.D." Yes, would it not also be elevating to note that John W. Gates was in Vienna in President suspenders and Charles W. Fairbanks in Rome in Holeproof.

I am embo'dened to further ruminations. Would it not be fine to turn to the clothing page of our favorite New York, Chicago, Philadelphia paper, and note that Stein-Bloch had shipped 684 carloads of new suits in the inimitable brown imported fabric which has found such excellent favor in the trade? Also that Keep-kool Underwear had made the largest Beach? Also that Bill Gladhand had returned from a Western trip and found dealers keen for 1911 models of Manhattan shirts?

Perhaps, however, the choicest item on the whole page would be, in great, black headlines, that Roberts, in a Crofut-Knapp, had outdistanced Hairbreadth Harry in a Dunlap Forty. Also an entire column, in similar black headlines, that yesterday, on the Savannah track, Barney Oldfield, in a Regal Seven, had taken a dangerous curve and had collided with Chevrolet in a Douglas Eight, with the result that both Oldfield and his mechanician were crushed under heel.

Besides all this, I dream of the day when the New York Sun will publish one and a half column artic'es, with tables in pearl type, of the fluctuation of prices in garters during the past six years.

But avaunt! The millennium is not yet, for the present generation of newspaper publishers has not yet been educated to this wonderful, altruistic conception. Who knows but some day they will? Votes for neckties! erest

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HE Circulation of the Technical World Magazine is a 90% to 100% Male circulation.

If you have an Article to sell to Men such as

AUTOMOBILES

—here is the logical and proven medium for you—

TECHNICAL WORLD MAGAZINE

5758 DREXEL AVE., CHICAGO New York Office, 1 Madison Ave.

TURNING OUT GOOD COPY.

SOME PECULIARITIES OF "PULLING"
COPY—ODD CHANGES THAT HAVE
TURNED SUCCESS INTO FAILURE—
HOW GOOD COPY INCREASES CERTAIN BUSINESSES GENERALLY,

By C. C. Winningham,
Advertising Manager, Hudson Motor
Car Co., Detroit.

We all read advertisements with a different thought in mind. I do not believe that a single automobile has been sold as the result of one advertisement—that alone. I have had some rather disagreeable and disappointing experiences in that way. I have checked up every inquiry that our company has received, and I have checked up every sale that has been made, and I think I found about three sales made in that way out of thousands of inquiries, and yet scores of others may have been made. I cannot find definitely how!

There is one peculiar point about advertising, excepting mail order accounts. I believe that the very best advertising you do, if you try to find out what it costs you, and what you get out of it, you will find does not pay.

Frank Van Camp has told me that every ad he ran and any cost investigation he ever made has convinced him that advertising is not profitable; nevertheless his business got bigger all the time. Until Mr. Van Camp began to advertise his beans more aggressively in the last few years, his bean advertising was directed to telling "how pure these beans are." One ad was an attack against the other bean manufacturers. Ninety-five per cent. of the beans then consumed were prepared at home, and 5 per cent. were manufactured. Van Camp advertising was then changed. The other style of advertising was stopped, the other manufacturer was disregarded, and the house-wife was made the objective. "Try our beans, too," she was told, "these beans are as good as you could bake; you could bake

them as well if you had our facilities." The result of that campaign was that while five years ago beans sold in the United States for about seventy-five cents a bushel, beans are selling now at about \$2.50 a bushel, and we imported over five million bushels from Europe last year. Now, Van Camp did not get all the increase. All the advertising done helped increase the consumption of baked beans, but Van Camp got his proportion of the increase, and the ratio stands the same to-day, about 95 per cent home baked, and 5 per cent manufactured, proving the heavy increased sale of canned beans.

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You can even change a disadvantage to an advantage, in copy, by suggestion and by constantly dwelling upon an idea. A manufacturer of condensed milk or evaporated milk had much difficulty with his copy. People would not use the milk because it had a peculiar flavor, and they changed that disadvantage to an advantage by suggesting that unless it have the "burnt almond" flavor it is not Van Camp's.

You do not always know what will happen to your advertisement until you try it. A man who sold a magnetic shield, and ran an advertisement for several issues in several publications, gave the ad the headline, "Cold feet," and he did not get any increase in his business, so he changed it, and put it under the headline of "Warm feet." Then it was a payer and brought lots of business. Analysis would not have brought that about.

Increase of consumption, I believe, is the big effect of advertising. I don't believe one manufacturer gets all the benefit. Breakfast food would indicate that. If there were only one breakfast food manufacturer, he would not have sold as much as any of the successful ones do now. If there were only one automobile manufacturer, if he had the basic patents which gave him a monopoly on the business, there would be fewer cars, he would not be as big a man as he is now. Now, it wasn't adver-

tising, it was suggestion outside. There is such a thing as atmosphere that would get in there. I believe if you want to sell a very high grade article it is not worth while to associate it with the name of an individual, or a person or a location that is not on a par with that same grade. I do not believe that you would want to associate Tiffany's with Jack Johnson buying diamonds there. And some manufacturers of automobiles run the photograph of baseball players and prizefighters, but that does not give them the Tiffany class, and all the automobile manufacturers I have ever met like to get into the Tif-

fany class.

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I don't believe you could establish a high quality reputation at one time. I do not believe that a man establishes credit at the bank with one introduction to the banker. The Packard advertising would not have done it if it was only done at one time. I don't believe all the advertising done by the Gold Medal Flour Company, if only done for a year, would have done them much good. And there is a thought: More campaigns fail because of inadequate backing than for any other reason. A lot of good copy is written about small campaigns that are spending five or six thousand dollars, but there is not enough back of it. It is the power of the thing that carries it through, and it takes about three times as much money to-day to carry on a successful, advertising aggressive campaign as it did two or three years ago; it gets more expensive every year. It is the big man that does it. It is more difficult to establish a reputation, to build up a new policy, than it is to carry on what somebody else has done. The preparation of the advertising for Marshall Field & Co. is a simpler thing than the preparation of an advertisement for a new store just opening, because they have already established that policy, they merely write along that same direction. It is the new thought that always counts. Anybody can write advertising, I believe, if he knows what he wants



Pittsburgh, the center of more than a million population as well as the center of vast wealth, is also a most profitable field for the automobile manufacturer.

And every local automobile enthusiast swears by

The Pittsburgh Post

in acknowledgment of its efforts to stimulate interest in motoring and its full reports of the daily doings in the world of motordom.

Likewise does the PITTS-BURGH POST give regularly and thoroughly the widest publicity to trade doings in the automobile world, by means of its half-tone illustrations and trade notes and news.

And that is why, MR. AUTO-MOBILE MANUFACTURER, you can use the PITTSBURGH POST with profit and result.

Did you ever see the POST'S automobile page in its Sunday edition?

Might pay you to look at it.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

to write about. I know a man who some years ago sold real estate by mail; he collected an advance fee; now he was absolutely innocent of grammar, he couldn't write, and he employed a stenographer who couldn't spell, yet his letters had so much strength in them that boards of directors of banks would send fifty or a hundred dollars to this man to pay him for mere'y trying to sell the real estate; and finally this man concluded that it would be a good idea for him to have better literature, and he arranged with a Chicago man to re-write his letters. who said he could still retain all the good in these letters and make them correct. But they didn't pay!

Now this advertising man had exactly the same thought that his client had, but he didn't express it the same way. That also shows that it wasn't analysis at the beginning that made him understand that because he wouldn't have written that kind of a letter if he had been able to write any other

kind.

UP TO THE DUPLICATING MA-CHINE PEOPLE TO ADVER-TISE THE FINISHED PRODUCT.

EASTMAN ADVERTISING SERVICE.

EASTMAN ADVERTISING SERVICE.
WASHINGTON, D. C.,
Cotober 14, 1910.

Editor of PRINTERS' INE:

The suggestion of advertising "multigraphed" letters contained in a letter to PRINTERS' INE, published in your issue for October 18th, is worth thinking about. But doesn't it seem more likely that it is up to the Multigraph Company, the Writerpress, and the manufacturers of the other duplicator devices to undertake this mission, rather than the advertising associations, who never will, anyway?

The duplicator people are already using some space to tell how their letters "get in," when vast numbers of their readers know from experience that they don't—very often. Why wouldn't it be a good plan for these advertisers to use part of their space boosting the finished product—the letter—as well as the machine?

ter-as well as the machine?
R. O. EASTMAN.

E. Leroy Pelletier, formerly advertising manager of the E. M. F. Automobile Company advertising campaigns, is back from Europe, and is expecting an Antoinette monoplane, for which he will build a hanger near his recently purchased home on Orchard Lake, Mich.

A SIDE STEP BY THE INK-DRINK. ING CAMEL.

THE CONKLIN PEN MFG. Co. Toledo, O., Oct. 10, 1910. Editor PRINTERS' INK:

Not long ago something happened here in the office that was so amusing here in the office that was so amusing that the writer thought perhaps you would like to reproduce it in "The Little Schoolmaster" and let some of your readers share the smiles. For some years, in advertising Conklin's Self-Filling Fountain Pen, we have used the phrase "Drinks ink like a camel." The Boston Post conducts a column that they term "All Sorts" in which subscribers and correspondents ask questions, and in which the newspaper unions. tions, and in which the newspaper undertakes to answer them. In this column there recently appeared the following question:

THE QUESTION.

"Among the numerous advertisements "Among the numerous advertisements in a recent magazine is one describing a certain self-filling fountain pen. There is a picture of this pen and in large letters the words: "A pen that's never hard up for ink; drinks ink like a camel." Now, this is the first time I ever heard of these patient beasts drinking ink, and after a diligent search through envelopedias, natural histordrinking ink, and after a diligent search through encyclopedias, natural histories, etc., I fail to find anything that enlightens me on this important question. I, therefore, seek your aid. Think of the vast amount of harm a statement of this kind might cause, provided it is incorrect. No doubt the scientific world will await your answer with great interest. Do camels drink ink?"

THE ANSWER.

The following was the editor's luminous if not voluminous reply: "The phrase, 'Drinks ink like a camel,' is correct. The sacred Black Camel of Wickety Wop Island, which is a possession of Goozlety Glunk and is located ninety-seven chains and sixteen links southwest of the meridian of Greenwich (wherever that is), drinks ink like a fish—that is what makes the sacred camel so black—the ink, taken internally, finally works from the inside through to the outside and becomes apparent externally. That is why the through to the outside and becomes apparent externally. That is why the Sacred Black Camel of Wickety Wop is fuller of ink than a fountain pen. This kind of camel simply loves ink. It is covered with long, thick hair, and when anybody in Wickety Wop wants a pailful of ink, all he has to do is to step up and wring the camel's tail over the pail. It has been found that a Sacred Black Camel which has been particularly thirsty and has gratified its thirst, will, if run through a clotheswringer, yield a barrel and a half of the finest ink you ever wrote with. Incidentally, the female Sacred Black Camel gives black milk. Where the Sacred Black Camel of Wickety Wop gets all this ink to drink we do not know—it's a mystery to us."

W. N. Baytess, Jr.,

W. N. BAYLESS, JR., Advertising Manager.

Iowa Auto Dealers Pick The Register and Leader

This question was recently addressed to all the Iowa Agents for the E. M. F. Automobile:

"In your opinion what Des Moines (Iowa) newspaper is the best known and has the largest circulation in your territory?"

Of the twenty-four replies received

Twenty-one picked The Register and Leader

Two could not give the information

One did not know

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(Copies of the dealers' letters mailed upon request)

The Register and Leader

(Daily and Sunday)

is the *only* Iowa paper with a *State-wide* circulation. It reaches more auto dealers and owners, publishes more auto news and prints more auto advertising than any other Iowa paper. Average Daily Circulation, September 1910,

35,324

(Booklet, showing detailed circulation in each of 400 Iowa towns, will be sent to any address)

REGISTER AND LEADER CO.

DES MOINES, IOWA

Western Representative JOHN GLASS People's Gas Building Chicago Eastern Representative C. I. PUTNAM 34 West 33d Street New York City

THE FACTORY IN RELA-TION TO ADVERTISING.

ADJUSTMENT OF FACTORY ECONOMY
AND EFFICIENCY TO SELLING ACTIVITY AND ADVERTISING CAMPAIGNS—DANGER IN "FLIERS"—
FIGURING OUT THE STATUS OF
THE BUSINESS IN RELATION TO
PRODUCING AND SELLING.

By Fowler Manning.

General Sales and Advertising Manager, Grape Products Co., Northeast, Pa.

The relation of production and output to advertising and sales plans is a most important consideration, and one which often makes for success or failure, either in the year's business or of

the firm itself.

Granting the factory has an organized sales force for the regular line, and an acquaintance with the trade in at least a part of the territory contemplated; the first question is to ascertain the extent and nature of competition-the quantity sold of a specialty desired to push, in a given area, price, quantities, trade channels, extent of general consumption, class of actual users, as well as the extent of development already accomplished by competitors among the class which should use the product.

This data in hand, the next thing is to estimate the quantity necessary for most economical manufacture and delivery. Then compare this with the quantity actually being sold in a certain area, If the output is found to be greater than the estimated consumption of the contemplated territory, a mean average must be struck by arriving at a point where average production and average demand approximately meet. other words, a territory must be selected which can be depended upon to absorb the quantity of goods necessary to economical operations in manufacture as well as selling and other features of the business.

After relating this to the bal-

ance of the line, its output, sale, etc., we have arrived at a basis upon which to begin figuring the advertising to be done.

Compute the gross dollars profit after manufacture and over-head loading. This gross profit constitutes your available fund for special work in the interest of the product. Figure from this the average sales cost on items of similar character—then deduct a fair profit loading as carried by other items in the line.

When this is done you have arrived at a sum of money, either per cent. or in gross dollars, available for advertising. Plan the ideal campaign best fitted to the conditions found, taking into consideration the desired or logical consumption, as well as the existing channels of output.

ADJUSTING OUTPUT TO SALES EF-FORT.

This done, we are ready to relate the output of the factory to the money spent in advertising the item.

That must then become a matter of judgment, based upon too many possible conditions to be covered in detail here. If the campaign seems too heavy for the possible sales results—the plan may be altered to conform, but care must be exercised to have this publicity sufficiently strong in territory it does cover; rather cut down the territory than the work in the territory.

The territory selected, the plan is operated only after thoroughly interlocking it with the sales force—taking care that the "regular line" salesmen are properly coached on this specialty selling.

This is the most important point, as there is a vast difference in a "regular line" salesman, and a "specialty" man—the first is usually a good "corner-stone layer," but stops at forcing a new article of unknown selling strength upon his trade—he will also be afraid of "loading" his buyer and probably not sell the individual dealer enough to have him feel an interest in the specialty—or probably not at all "until the demand starts," which means no

distribution. This is of the very

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greatest importance. large manufacturer of food products recently netted a loss of something like \$30,000 on his first campaign in the interest of one of his items. He was very much disappointed, and was on the point of "changing agencies" (which seems to be the usual thing in these cases) when a careful investigation of his sales and advertising organizations developed the fact that his advertising had produced results, as was proven by trade and consumer inquiry in his own office, as well as with his trade, but his distribution amounted to nothing because his salesmen were skeptical of advertising and were afraid to "load" their trade "in advance."

less to aid the campaign.

Thus convinced, distribution was carefully worked out and a second campaign paid handsomely

Result: the consumer was power-

from the start.

The appropriation must anticipate a gain in the existing sale—must cost enough to make an extra sales effort imperative. This done, a certain sum of money is incorporated in a campaign extending over a given length of time; the advertising ratio being governed by results accomplished from time to time.

THE DANGER OF "FLYER" CAMPAIGNS

The most common error in the beginning of campaigns of this character is to "take a little flyer" in advertising a certain product which happens to be a big per cent profit maker-regardless of possible sales volume or the probable money, effort and time required to build up a volume of sales sufficient to justify even the division general efficiency of brought about by the special featuring of a single item among a number of products.

This "flyer" usually amounts to just sufficient money to be material, and is spent in one or two little puffs, a big stock manufactured in anticipation of this "campaign"—and then the "fire goes out," and another member is added to the "Advertising



Quality alone lacks reach. Quantity alone lacks power. A proper combination of quantity and quality in a newspaper's circulation produces the most powerful and effective advertising medium.

There is a newspaper in NEW ORLEANS that reaches more of the well-to-do classes of people than any other paper in the city—that class of wealthy people who make this city their winter capital of America.

The NEW ORLEANS ITEM

does this without sacrificing its strong hold and its popularity with the masses of the people who have the broader buying power.

THE NEW ORLEANS ITEM accomplishes this result by insisting on the highest standard of quality in all of the popular features which it publishes. Nor are its excellent features ever permitted to subordinate its independent expression of its views or the furnishing of the news in every essential detail.

THE NEW ORLEANS ITEM leads in quality in what is essentially a quality field.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis. Doesn't Pay'-I Tried It" club. The second and most important class of advertisers (numerically at least) being sellers of a single item, their effort and interest are centered in the one sale and result. This advertiser is deprived of the many benefits available to the general manufacturer and must provide all the overhead and other expense against one profit derived from a gross volume of sales of one article.

These circumstances complicate the problem in many ways: The advertising cannot even bear upon another secondary item, and the salesman must produce sufficient business from this single item to prove profitable, even though his entire time is given over to it and his expenses are just as great as though he carried a line of many

Generally accepted ratios of expense are apt to prove misleading in this case. This, especially at the beginning, as introduction, will cost more than secondary work and the sales cost, as well as the advertising cost, will reduce itself steadily as distribution is completed and repeat consumer sales increase in volume.

Presuming our manufacturer has a product which is no longer an experiment, and which is genuinely one of public need and use; that it is proposed to market it under advertising; and with a reasonable financial support.

BALANCING FACTORY ECONOMY AND ADVERTISING

To know how much advertising to do, and how many goods to produce against the sales effort, is a problem which, of course, must be worked out for each proposition individually, and for that reason a general rule is the best to be had here.

To advertise and consistently sell any article requires money, and that article must earn its way as it progresses toward success. Of course, funds must be "advanced," especially at first, but material profit must accrue from the start or there is apt to be some disappointment at the final outcome.

I mean by this that while a certain amount of money must of necessity be invested (and with safety) in the creation of good will, this investment must at no time exceed the advertising expense. In fact, any dependable item should carry its general and sales expense, whole, and begin contributing to its advertising support very soon after distribution is effected.

This granted, our first concern in balancing output and advertising is gross profit-how much profit is there in each dollar

sale?

After going carefully into existing markets, and into the market which logically should develop for your article, you arrive at a rough sales volume estimate against a certain area.

This area sales possibility is compared to your production cost against the quantity until a fair factory-cost volume of produc-

tion is reached.

This done, we are ready to go back to the original analysis and find how much territory is necessary to this output, in the interest of factory economy.

Our advertising plan is then worked out for this given area, and figured (in connection with the sales operations) against the gross profit available on the given quantity of goods.

RELATING TERRITORIAL ADVERTISING TO SALES CONDITIONS.

These results must then be reconciled with the available capital for operation, and factory cost concessions made as the territory is reduced to conform to the size campaign of advertising possiblereducing, always, the territory but not the strength of the advertising on a given unit.

A touch of conservatism is necessary here, for deliberate "chances" should not be taken; essarv such as might subsequently affect or prevent the unbroken carrying out of the plan after adoption. Choose the plan carefully, and then carry it out.

Our manufacturer in this instance is much more vitally interested in carefully working out his preliminary steps, as his entire success is dependent upon one article which must distribute itself before best sales results can come. And distribution (being expensive) is apt to consume too great a percentage of the available capital, or promotion fund, to permit the free action of the rest of the plan.

And, again, too much hesitancy is just as possible, producing a sort of conservatism bordering upon pessimism—which in turn is sure to permeate the proposition

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Here, therefore, becomes apparent the exact need of perfect relation of the sales and the advertising plans and policies, which must be perfectly reciprocated, and then matched up with the factory and financial end of the business in such a way as to make for perfect understanding, harmony and accord in carrying out the grand composite scheme—each anticipating and assisting the other as conditions may indicate or arise.

"Be sure you are right, and then go ahead."

URGES HOBOKEN TO UNDERGO ADVERTISING TREATMENT.

To offset the influence of the Hudson Tunnels, which allow of easy journeying to Manhattan, the merchants of Hoboken, N. J.. are preaching the new gospel of organization and of promotion. President Jagels, of the Hoboken Board of Trade, recently criticised, in an address, the lack of a proper civic spirit among Hoboken merchants in general. He pointed out that the merchants' habit of sweeping refuse from the walks into the streets was a poor way to meet the acute condition facing the city. He urged that the merchants join hands in all promotion work and keep their eyes upon the advertising of the big New York stores and try to meet those prices at home.

The Trinity M. E. Church, of Paterson, N. J., much encouraged over the results of its recent advertising, is planning to extend the campaign. The decided increase in collections and attendance has served to overcome the opposition of some of the conservative members, who saw an element of sacrilege in "advertising the service of religion." The special point urged in the advertising has been that the church is "a homelike church."

Ninety-nine men write good looking advertisements to one who gets results.

My business is practical "copy" that actually sells goods. I will not undertake a campaign unless conditions are right.

My work costs you nothing. Complete agency service if desired.

B. D'EMO

McCORMICK BUILDING, CHICAGO

Writer Wrigley's Spearmint, Jap Rose Soap, Foulds' Macaroni, City Fuel Co., Barelay & Co., Case & Martin, Smoothest Whiskey, Allwin Go Carts, "Big 10" Cleaner, and many other profitable campaigns.

SENSE AND THE MOTOR SITUATION.

INCOME FIGURES SHOW MANY MORE PEOPLE ABLE TO BUY CARS WHO DO NOT YET OWN ONE-NO OVER-PRODUCTION - THE CHEAP CAR DOOMED.

By F. L. Faurote. Advertising Manager, E. R. Thomas Motor Company, Buffalo.

There are now approximately 704,000 families in the United States having an income of from \$3,000 to \$6,000 a year; 220,000 families with an annual income of from \$6,000 to \$15,000; 43,000 families with an income of from \$15,000 to \$60,000, and 7,000 families with incomes larger than \$60,000. Rational and reasonable people who pay their debts, do not mortgage their homes and are moderate and temperate, and who are going to continue to do what they can afford to do, constitute, in my opinion, fully 95 per cent of the automobile users, and they will continue to drive motor-cars.

Motor-cars are developing every year, but the past two years has seen a greater advance in their mechanical features than any

other period.

Since the dawn of civilization there have been means of travel other than walking to which every one aspired. The ambition to possess an automobile is therefore innate in every human being. It is natural for the city-bred to want to get into the country and for the country-bred to want to extend their horizon. The automobile extends it from ten miles in the old days to one hundred or more miles to-day.

There is, to my mind, not the slightest doubt that no automobile manufacturer that has the experience, facilities and reputa-tion need have any fear of the There is absolutely no over-production of high-class cars, for the reason that, when a new automobile manufacturer starts in business he usually has limited capital or experience and he always begins making a cheap car, with chances eight to one against his success. If there is any trouble in the trade at all, it will be failures of this class.

For a long time we have been in close touch with all the leading manufacturers of high-grade automobiles, and each of them states that there is a greater demand for their product this year than in any preceding one.

In the case of the E. R. Thomas Motor Company we have actually twice as many bona fide orders for 1911 machines as we have had at the same period of any pre-vious year. We sold last year more cars than ever before, and our orders now are showing an especially large increase.

Despite the recent attacks on the automobile industry, it is still in only its infancy. Within a comparatively few years its output is certain to be more than doubled.

WHAT DO YOU THINK OF THIS SUGGESTION?

FLORENCE, MASS., Oct. 18, 1910.

Editor of PRINTERS' INK:
Here is an idea which may or may not be worth while to consider:
Why don't you issue a supplement to PRINTERS' INK, this supplement to be published, say, quarterly, on a special color stock and to consist only of magazine publishers' announcements, each announcement to occupy exactly the same size space, the idea being to bring to the desk of the advertiser four times same size space, the idea being to bring to the desk of the advertiser four times a year information as to change in rates, etc. As matters are now, sometimes we have a publisher's rate-card when we want it, and sometimes we haven't; sometimes we know the rate has been increased, and then again we don't.

don't.

A quarterly supplement of this sort, including the rate-cards of, say, forty leading publications, would be, I believe, of tremendous help to the advertiser. He would then know that four times a year he would have definite information, and it would be where he could put his hands on it quickly.

I would have no matter of any sort contained in this supplement other than the publishers' announcements and as

contained in this supplement other than the publishers' announcements, and, as stated above, would insist that no one announcement be given precedence over another so far as size is concerned. They could be arranged alphabetically. How does this appeal to you?

LEWIS E. KINGMAN, Adv. Mgr., Pro-phy-lac-tic Tooth Brush.

Geo. K. Reed, who has been advertising manager for the Colonial Trust Company, Colonial National Bank, and the Germania Savings Bank, of Pittsburg, is to go to Rand & McNally Company, to take charge of that firm's Bank Directory.

JANUARY RECREATION

The Manufacturers, Dealers and Consumers Automobile Supplement will start the 1911 campaign of

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SELLING AUTOMOBILES TO RECREATION MEN

This Recreation supplement will give the buyer all the practical information he needs on how to buy an automobile, the description and illustration of the leading 1911 Models. Also practical hints and suggestions for upkeep, etc., written and presented by Herbert W. Towle, Harry Wilkin Perry, Stillman Taylor and other authorities on these subjects.

January Recreation will go to the dealer and subscriber on December 20th and will be current during both New York shows.

An effective and timely medium of communication from manufacturer to dealer and consumer.

You can tell your story in as great detail as you wish. The size of Recreation page, 12x8½ inches, permits that without crowding, and you may have it printed in two colors (red and black) if you desire, without extra cost.

Recreation is a man's magazine, with a greater percentage of probable automobile purchasers among its readers than is true of most Magazines.

Twenty per cent now own automobiles.

During the last year Recreation has been prominently aiding the sale of the product of the factories shipping these well-known cars—Pierce Arrow, Peerless, White, Palmer & Singer, Baker Electric, Stoddard-Dayton, Rambler, Maxwell, E-M.-F., Hupmobile and Overland.—Why not yours,

Write us about this January number.

It will pay you to advertise in it. .
Forms close November 25th.

As one who reads Recreation you can readily comprehend why the Recreation man, inspired and impelled by the influence of its word and picture is a good live customer for the manufacturer of Automobiles, Motor Boats, Guns, Rifles, Fishing Outfits and all the requirements for the wonderful health-giving enjoyments and relaxations of outdoor life.

If by chance you do not read Recreation, your study of a single number will convince you of the truth of the above statement. Write for a copy.

METZ B. HAYES

Advertising Manager 24 West 39th St., New York.

Western Office 246 Michigan Ave., Chicago. S. O. Ralston, Manager.

CASTING OUT THE BOOM-BOOM-BOOMERS.

AUTOMOBILE INDUSTRY REPRESENTA-TIVE OF THE BEST BUSINESS MEN
—NO PLACE FOR THE "GET-RICH QUICK" TALKER—BICYCLE BUSINESS AS GREAT AS EVER—SELLING AU-TOS NO DIFFERENT FROM SELLING ANYTHING ELSE.

By C. A. Emise.

Advertising Manager, The Lozier Motor
Co., New York.

Unfortunately there are a number of those who have looked upon the automobile industry with get-rich-quick" eyes. A number of them have gotten up a series of pretty-looking blue prints, then talked themselves into a money backing on the strength of the pictures, and proceeded forthwith to turn out automobiles. This latter process has sometimes involved nothing more than making arrangements with manufacturers of motors, makers of axles, builders of bodies and the like, and then turning out the auto by the assembling method.

But when a man assembles a car, what is the result? Smith, say, makes the axle, and Smith doesn't care a hill of beans about the reputation of the Blank Manufacturing Company; he is in it to sell enough axles to make a living. But there are defects in some of his axles and the Blank Company is held for them by the man who has bought his car from it. Similar defects are found in other parts of his car, and it isn't long before he realizes that he has paid for a "lemon." You can safely assert that he won't buy one of the Blank cars again, and that he will advise all his friends against them.

Then you have the inevitable result of a lot of capital tied up in a business where there is no possible chance of getting it out. The public has become too wary. To tempt them prices are cut—and still they won't buy. I have been informed—and I believe my source of information reliable—that there is a certain large concern on Broadway, New York,

which hasn't sold a car in five weeks!

We have had the spectacle, you remember, of "so many cars being sold before the factory had been started." Now you can't do business on dealers' bookings. The men who are really representative of the automobile industry don't do it that way. They would much prefer that a dealer in Philadelphia would order fifty cars and take seventy-five, rather than that he should order a hundred and sell only seventy-five. The other method means overproduction, and overproduction in any business spells failure.

EXTRAVAGANT SELLING IDEAS.

Then, again, a few manufacturers have had the idea that if they sell Smith a 1910 car this year, they must sell him a 1911 car next year. Can any business stand the gaff where a thousand or fifteen hundred dollars are sent to the scrap-heap every year? The conservative men who represent the industry have been working all the time since the infancy of automobiles to obviate waste of any kind; they believe in their cars, and they would much rather see them used year in and year out for ten years than see them reduced to the scrap-heap in one or two. A good motor car should stand up for about a hundred thousand miles-there will be minor repairs, of course-and if a man ties up a large sum of money in a machine, is it actually so large when that initial expense is distributed over ten years?

There are good cars selling for a thousand dollars, and there are some mighty poor ones; there are good cars selling for fifteen hundred dollars and, again, there are some very poor ones; there are other price divisions where the same thing obtains—the sheep and the goats differ only in quality—but there isn't a cent of profit in having a man buy a poor car, for he won't come again. Reorders and the orders made for you by the friends of your car are what you must depend on if profits are to come.

The backbone, the kernel, the

Popular Price Cars are in Demand among Our Readers in Semi-Rural Localities

HE Christian Herald is delivered through over 39,000 post-offices.

It has over a million readers in over 335,000 homes.

More than four-fifths (over 80%) of these readers and homes are in cities and towns of less than 25,000.

The Christian Herald is an undenominational Illustrated National News Weekly, and its subscribers are the prosperous and influential citizens of the semi-rural districts.

These subscribers have been secured by methods which prove Christian Herald readers to be responsive to Advertising.

That many of them have surplus income to invest, is proved by the experience of banks, bond houses and Automobile Manufacturers who advertise regularly in The Christian Herald.

Such advertising really helps Automobile Dealers.

The Christian Herald

O. McG. Howard, Marquette Bldg., Chicago.

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H. R. REED Advertising Manager New York City

Charles Dorr 6 Beacon St., Boston. heart-what you will-of the automobile industry has been, and is being, developed along broad and conservative lines, by men who are the peers of any leaders in any other line of development. They have recognized that selling automobiles is no whit different from selling anything else-that there is no golden-hued rainbow in it for the mere seeker after it, that only careful, conservative, "safe and sane" business methods are the methods that mean suc-

There is nothing the matter with the real automobile business -the matter lies with those who have imagined a vain thing, who have deluded themselves with the glitter of "enormous profits," and who have adopted bass-drum methods-just boom, boom, boom -to round up a "ten-million dollar business" that stays with them for as long as a year-maybe. It isn't the business of one year that pays in the automobile industry any more than it is in any other -it is the steady annual increase in sales, the gradual reduction of manufacturing cost as experience finds something better for a certain part at a less cost, the elimination of unnecessary expense in the selling organization, the proper use of advertising.

There are profits in manufacturing and selling automobiles and countless wise and shrewd investors have put their money into it. But the automobile business is peculiar. It demands at one and the same time a considerable amount of technical knowledge, a comprehensive idea of how to exploit the results of that knowledge, and a clear-cut business viewpoint. For this reason, no man is competent to embark in the automobile industry, unless he has to a certain extent grown up with it. He has got to know its every aspect and has got to recognize that the manufacturing and the selling end are positively interdependent.

When the bicycle craze was at its height, we had the same thing that we have had lately in the automobile world. You'd wake up in the morning and find that half-

a-dozen new concerns had entered the field over night. They'd make all kinds of noise for a while; they, too, were the boom-boomboomers who fancied that there was "a million in it" for any man. But they lasted as long as their hundred thousand or two hundred thousand dollars of capital held out. In some cases, boom concerns didn't sell a solitary bicycle.

MORE BICYCLES SOLD NOW THAN EVER BEFORE!

But the bicycle industry has endured-so well, in fact, that more bicycles were sold last year than in any single year previous, and this year is surely going eclipse last year's record. Bicy-cle manufacturers have gone ahead very quietly, have brought their selling cost down almost to the minimum, and you can find every one of them is making money.

The same thing has got to happen in the automobile industry, It is going to be the survival of the fittest. The business will inevitably broaden and endure, and it is big enough for every one of those manufacturers who has gone ahead on safe and conserva-

tive lines. Where you hear of one concern in trouble, I can show you a dozen that are as safe as the National City Bank. But I can show you at the same time that every one of these concerns is glad that there has come this unrest about certain ends of the industry-they know that it means the death of that irresponsible element that has brought discredit upon one of the best businesses in the world.

NEVER READ A BETTER.

MODART CORSET COMPANY SAGINAW, MICH., Oct. 10, 1910.

SAGINAW, MICH., Uct. 10, 1910.

Editor PRINTERS' INK:
I consider your magazine to be the finest publication of its kind which I have ever had the pleasure of reading, and wish it were possible for me to emphasize the value of the material, which each issue contains, upon the minds of all who are not at the present time subscribers.

D. COLEMAN,
Publicity Manager. Publicity Manager.

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A Real Automobile Paper, And Why.

The trade magazine of 60,000 dairy farmers in the richest agricultural section of the world.

The dairy farmers are the leaders—the big farmers—the all-the-year-around money people.

Their principal product is marketed every day in the year for cash.

The automobile will carry this product to market and take the family to town at the same time.

That's why any investigation will show that the dairy farmers are the largest automobile buyers of the country today.

KIMBALL'S DAIRY FARMER is the trade paper of this rich class of farmers. It preaches the gospel from which their prosperity comes. It has the largest circulation of any dairy paper in the world.

60,000 dairy farmers—leaders—big ones— 25 cents an agate line, \$3.50 an inch; full page, \$150.00.

Semi-monthly—1st and 15th. Forms close 10th and 25th. Four columns 13 ems wide and 13 inches long to the page.

Kimball's Dairy Farmer

and THE DAIRY GAZETTE Consolidated

JOHN ANDREWS, Manager Waterloo, Iowa

WHY THE AUTO "FLURRY" IS GOOD MEDICINE.

HARUM-SCARUM CONCERNS CHOKED OFF — SHORTAGE PREDICTED NEXT YEAR—BIG FACTORIES BEHIND ORDERS, SMALL ONES SUFFERING—EFFORTS TO MORE SANELY REGULATE PRODUCTION.

By W. McK. White, Advertising Manager, Premier Motor Car Manufacturing Company, Indianapolis.

After giving the situation a thorough study we are convinced that every evidence in connection with the so-called "flurry" seems to be unfounded. There is no doubt but that it was started by bond brokers and bankers who found no opening for their securities and have endeavored to lay the blame upon some use to which a great number of people are putting their money, instead of into bonds which draw three or feur per cent.

It has been shown, however, that the reports of mortgaging and borrowing on the part of Western farmers, in order to secure automobiles, is entirely unfounded, and the statement of Jas. G. Patten that Kansas City bankers held a large amount of paper of this nature has been refuted by the bankers themselves, who declare that this is not so and have put themselves on rec-

ord in this matter.

The result of this "flurry," however, will probably be of greater benefit to the automobile industry than anything which has happened in recent years, for it will curtail the abnormal production and will perhaps prevent a large number of harum-scarum concerns from entering the business which seems to have large returns for the amount invested. It is really the belief of the manufacturers of high-grade machines that within ten months there will be a shortage as great as has ever occurred. It must be remembered that there are nearly one million families in this country whose incomes are \$3,000 per year or over, and that there are but 350,000 motor-cars in use. There is no

reason why a family of this standing could not afford at least a moderate price and size machine, and the benefit which would accrue in pleasure and fresh air would be far greater than could be secured from the interest upon this amount at the usual rates.

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The manufacturers of automobiles which sell at \$3,000 and over have hardly felt the result of the vacillations in demand, and it is a fact that some of the best factories are even now three or four weeks behind their orders. matters not at this season of the year whether these orders are from dealers or private purchasers, because a large number of the cars which will be turned out up to the first of November will be demonstrating cars for the retail companies and will, therefore, be prima-facie orders. By the time that the last of these are delivered it is reasonable to expect that there will be a fall demand for limousine and other enclosed bodies, and the indications are that the automobile industry is at the beginning of the best year that it has ever had.

It is true that the makers of small cars have felt the decrease in business and that they have sacrificed a great many of their machines because of a distinct over-production. There is perhaps no industry in existence which does not from time to time have a stock on hand of about five per cent, and this is not considered unusual; whereas, with the automobile industry, manufacturing 150,000 cars during the past season, a five per cent stock would represent 7,500 machines, which seems an enormous over-produc-

tion

About the complaint of dealers being required to take their allotment, this should be discounted because of the fact that very few automobile concerns of high class hold their dealers so rigidly responsible; in fact, the general condition has been a shortage, and this could be borne out by figures by any of the six or eight best concerns in this country.

As to the movement to meet

the present situation, this has already been started and should regulate the workings of a large number of companies producing the so-called medium-price cars, who have already arranged to manufacture a reasonable number rather than to go into the proposition without any apparent fore-

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thought. Blaming the automobile business with ruining some other line of business is not at all new, for recently, in explaining its failure to succeed, the receivers of a New York piano company stated that preference for automobiles had affected the sale of pianos. inference was that automobile manufacturers had maliciously ruined the piano trade and therefore should be condemned, and it is the belief of those intimately connected with the industry that all this unpleasantness will be forgotten in the press of business during the fall and winter, as in the panic of 1907, and the evident stability of the motor-car industry will have more to do with establishing calm and stable conditions than any other factor.

PRICES FOR OUTDOOR SPACE.

What is outdoor advertising space worth along New York's Broadway? A Western concern is said to have leased the walls of the Heidelberg Tower, Forty-second street and Broadway, for \$60,000 a year. For the moving electric sign of the Kellogg Toasted Corn Flake Company, representing the "Song of the Imitators," it is reported that the price paid is \$27,000.

SAYS CHICAGO IS A PRODUCT OF ADVERTISING.

U. S. Senator Paymer, in an address at a luncheon of the Chicago Adverrising Association on October 6th, said that the remarkable growth of Chicago in the past half century is due almost entirely to the advertising done by Chicago commercial enterprises.

The merchants of Seattle, Washington, were treated to a demonstration, two weeks ago, of the far-reaching effects of national advertising. Katak, an Eskimo, from Point Barrow, in the frozen north, landed after a journey of several days, and with a magazine tucked under his arm set out to find some articles which he had seen advertised in it and which he needed: Flour, tea, a cooking range, etc.

The Reason For Collier's Record

¶ In five of the last seven years, Collier's has led the general periodical field in the volume of Automobile advertising carried. In the other two years it has been second.

This record is not important in itself, but the reason back of the record is vitally important.

¶ Collier's is able to make such a record because it reaches 575,000 well-to-do homes—homes able and willing to pay \$5.50 yearly for a single periodical. The homes of Collier's subscribers have a total minimum yearly purchasing power of \$835,000,000.

① The fact that Collier's reaches this sort of people, combined with its money's-worth-or-money-back plan of selling space, is responsible for Collier's success as an advertising medium.

To. lo. Catterson.
Manager Advertising Dept.

Collier's

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Don't Scatterconcentrate!

O NE real, live salesman is better than half a dozen ordinary ones, and less expensive, that's certain!

Why scatter your advertising ammunition in half a dozen publications when one live one will do all of the work better for about one-sixth of the cost?

You ask, "What is the name of the medium?"

We answer: The Strauss Magazine theatre programs.

These programs, controlled exclusively by this company, circulate in each of the 46 foremost theatres in Greater New York. Each has a cover of original, artistic design, lithographed in six colors. Every program is a substantial magazine in itself. As a whole they are read by half a million New Yorkers of means every week—and shopping visitors (who do their buying in New York), forming a concentration of the most desirable spenders in the biggest and richest advertising field in the country.

You don't have to use the entire 46. You can make a splendid showing in say five, ten, or a better one in twenty. The result will always be proportionately the same.

Your ad is always next to or near interesting reading matter and will be read.

If you stop to think a moment, you can't miss the strength of our argument.

Let us send you interesting data, the Strauss list of theatres and our rate card!

Asking for particulars implies no obligation!

Frank V. Strauss & Co. 108-14 Wooster St., New York City

HOW CALUMET BAKING POWDER GETS THE GROCERY CLERK ON ITS SIDE.

A HANDY BOOK THAT THE DEALER IS GLAD TO GET AND PASS ON TO HIS ASSISTANTS - INTERESTING VARIATION OF AN IDEA THAT, WHILE NOT NEW, IS CAPABLE OF MUCH WIDER APPLICATION.

CALUMET BAKING POWDER CO. CHICAGO, Oct. 6, 1910. Editor of PRINTERS' INK:

We enclose a little memorandum book which we have prepared to pre-sent to the clerks in the retail grocery

You are probably aware of the efforts the big department stores are forts the big department stores are making to educate their clerks in sales-manship, and some stores, such as John Wanamaker's, think so kindly of the idea that they have started a school of instruction in salesmanship for the employees. The idea is that clerks become more valuable in direct ratio to the service given and salesmanship displayed.

played.
The policy of Calumet Baking Powder Company has always been to work the Company has always been to work is

der Company has always been to work with the retail grocer, and this book is another step in that direction.

If you will glance through the book you will notice it contains a lot of valuable pointers for the clerk. In fact, we do not believe that anyone can read this book without receiving new ideas and suggestions.

CALUMET BAKKING POWDER. CO.

E. I. WOOd, Adv. Mgr.

The book referred to by Mr. Wood is worth looking into by manufacturers in different lines who are anxious to establish closer and more cordial relations with the trade. Doubtless the Calumet Company will send a complete copy of the book to any reader of Printers' Ink who will furnish the postage, but the follow-ing excerpts will serve to indicate the general method of treatment as well as to give an idea as to how the idea can be applied in other fields. It may be added that straight Calumet arguments are so adroitly worked into the general matter as to be inoffensive and yet remain effective:

The things that mean success are: Ambition, honesty, enthusiasm, deter-mination, a good personal appearance and a thorough knowledge of your

All of the above things are possible, and if you perfect yourself in these, you are bound to be a "success."

Most of us are taught to be honest

by our good mothers, so I am going to assume that we are all honest.

It is said that no person was ever born lazy, and I believe this is true. If you doubt this watch any baby, and see if it shows anything but life. So you see we learn the habit of being you see we learn the habit of being lazy. To reach the top of the success ladder we must get out of the lazy habit. Hitch the ambition habit to yourself if you expect to be a winner.

To-day is the day of the "specialist." A man takes up a special line and follows it up until he has become perfection in his line, although the more you know about things in general, the better you become in your specialty. It is not possible for all to be specialists. Some must have a general idea, like the doctor who follows up general practice, and like the Groceryman who has to know, or rather have, a general idea. tice, and like the Groceryman who has to know, or rather have, a general idea of everything in the grocery store. Now, the better knowledge the groceryman has of his wares the better he will know how to buy, and the more money he will make. The better knowlmoney he will make. The better knowledge the clerk has of the different lines, the better he will know how to talk the better he will know how to talk them to his customers, thus the more sales he will make, and the more he will be worth to his employer. To acquire this expert knowledge you must take one thing at a time, and thoroughly digest it, and so on. If you follow out this line it will not be long before you will become an "authority," and when you have reached this point the climb to the top of the ladder of success will be in sight.

The many different articles in the grocery store are, as a rule, under cover, that is—you are advised of the cost and selling price, but what do you known of its real quality, its real efficiency, its real value? You must know all of these points or you are not what

ciency, its real value? You must know all of these points or you are not what you should be as a clerk and salesman. Right here I wish to say that you boys Right here I wish to say that you boys behind the counter are commonly called clerks, which in many cases is what you really are. I believe the pay envelope would contain a larger amount of cash Saturday night if you can canage your style from clerk to salesman. You can do this, it's up to you. Start in now to perfect yourself. Know yourself and your line, and when you do this your pay envelope will take care of itself. You can dictate the terms.

terms.

The mail-order houses are one of the The mail-order houses are one of the evils that threaten the future of the average clerk. You should protect your own interests and be loyal to the manufacturers who refuse to allow their product to be used by these unscrupulous concerns as a bait to catch the unthinking farmers, by pushing the sale of the products of the loyal manufacturers. turers.

As a clerk you have no better oppor-tunity to be of real value to your em-ployer than to discourage the growth of mail-order business by back shelv-ing the brands that are quoted by the mail-order catalogues as "leaders." If you want to be loyal to yourself and your employer, as well as to your trade, push loyal products.

No baking powder literature would be considered complete without some hot shot fired into the opposition camp. This is the method in the new Calumet book of meeting competition:

There are no less than a million dif-ferent brands of baking powder on the market—good and bad, and worse, but out of all the different brands, there are but four different kinds of baking powder—namely, the Cream of baking powder—namely, the Cream of Tartar powders—the straight Phosphate, the cheap substance powders like those put up under the private brand, and the cheap and big can kind, and then there is the egg-phosphate powder, Calu-

So you can plainly see how foolish you would be—if a merchant—to handle more than three or four brands. You, if properly posted in your baking powder department, would be able to explain to your customer the real truth about baking powder, and your customer would learn that you had told her the truth, and she would al-ways feel that you knew your business, ways reel that you knew your business, and was looking out for her interest, so you not only get the customer in the habit of buying the goods that will make it so you can facilitate your business but you have made an everlasting friend of the customer.

ness but you have ing friend of the customer.

"The sweetness of low prices never equals the bitterness of poor quality."

The Private Brand Baking Powder is put up in most cases by firms who make all kinds of grocers' sundries, and these people do not go into detail, and get at the bottom of the way to make a first class baking powder. The fact is their aim is most always to see how cheap they can make the goods, and some of the makers of the cheap private brand goods say, well, they won't vate brand goods say, well, they won't wate brain goods say, wen, they wonk kick on the baking powder, they will lay it onto the flour, and, by the way, this is often the case. Sometimes when lay it onto the flour, and, by the way, this is often the case. Sometimes when you hear a lady kick on the last sack of flour she got, ask her what baking powder she used with this flour, and you will find she is using a low grade baking powder. Another thing, these cheap private brands and the big can kind, like the goods sold 25-oz. for twenty-five cents, are not of a uniform strength, and this keeps the woman in hot water all the time over the uneven. hot water all the time over the unevenhot water all the time over the uneven-ness of her baking, and, strange as it may seem, she can't figure it out. An-other bad thing with these big, cheap can baking powders is the bitter taste you get in the food. You have noticed it when eating a baking powder biscuit at the beanery.

In the cheap private brand powder, that retails at 10 cents a pound and up, that retails at 10 cents a pound and up, the merchant usually pays from 75c per dozen pounds up to any price. Now figuring on a basis of 75c per dozen— this means a cost of 6½c per pound. Now, figure the cost of your cans, libels, labeling, packing, case, freight, cartage, running expenses, and a reasonable profit, what is there left out of it to make a good Baking Powder? You see, it doesn't stand to reason, and yet it doesn't stand to reason, and yet

these fellows selling these private brands and these cheap and big can powders have the nerve to tell the mer-chant that they are all the same.

The closing paragraphs illustrate the kind of advice which the employer will appreciate and so induce him to pass the book-Calumet talk and all-on to his clerks:

One of the hardest things that a forceful, ambitious, energetic, brainy young man has to overcome is his inability to adjust himself to the personalities of those who differ from

Thousands of tons of energy are wasted every year in business institu-

wasted every year in business institu-tions by young men who cannot adjust themselves to their superiors.

I do not mean to say that when an employer fails to adjust himself to his employer that the employee is wrong in the point for which he fights. He employer that the employee is wrong in the point for which he fights. He may have a plan which is far superior to that of his employer. He may be in advance of him in many ways, just as his employer is certain to be very far superior to him in other things. Both of them need to make sacrifices. Both need to make an effort to adjust themselves to one another.

But the woung man must be to the

But the young man must try to re-member that he is the one who must do the most adjusting. Harmony must be maintained, and harmony cannot be maintained by one man unless he has

maintained by one man unless he has a personality of commanding strength. It is certain, that no executive can adjust himself perfectly to all personalities in his institution. He is bound to be blessed for some things by some and damned for those same things by others.

Life is an adjustment. Laws are merely the crystallized opinions of the majority of people formed to preserve harmony. In business institutions rules and regulations should be made for this one purpose.

NEW ART PUBLICATION.

Arts and Decoration is the title of a new publication issued by Adam Budge, The November number, the first ake its appearance, in make-up Inc. to make its appearance, in make-up and contents, sets a high standard. Painting, sculpture, architecture, interior decoration and kindred subjects will be from month to month, in additional standard in the standard subjects will be from month to month, in additional standard subjects will be from month to month, in additional standard subjects will be from month to month, in additional standard subjects will be from month to month, in additional standard subjects with the standard subject with the standard subjects with the standard subject with the standard sub tionto regular departments on various phases of home-making. Copies sell at fifteen cents.

Eugene Thwing, formerly publisher of the Circle Magasine, recently defunct, has, as a result of this failure, filed a petition in bankruptcy, with liabilities of \$49,000 and no available assets. Mr. Thwing's "C. Q. D." advertisement in the New York papers, appealing for financial aid to help save the Circle, will be recalled.

Chicago Leord-Kerald

Our cent Every

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HOW A BIG ADVERTISER ORGANIZES HIS SELL-ING DEPARTMENTS.

SHERWIN - WILLIAMS COMPANY'S
ABLE SYSTEM OF CO-OPERATION
AND CLOSE TEAM WORK WITH ALL
BRANCHES OF SALES PROMOTION—
DIFFICULTIES OF ORGANIZATION,

By L. R. Greene.

Advertising Manager, Sherwin-Williams Co., Cleveland.

Responding to an invitation to further discuss the "status of the advertising man in selling organization," concerning which such an excellent discussion was conducted before the advertising affiliation at Rochester, and in the pages of Printers' Ink by J. George Frederick, I will give a brief outline of our own methods of handling our organization. In the first place, we have, as it were, an executive advertising department here in Cleveland, advertising manager is a member of the sales and manufacturing committee which usually meets every week. He is also a chairman of a small committee called "The Advertising Committee," which includes our general manager when he can find time to attend it, the secretary of the president, superintendent of our printing and sampling department and various other members of our advertising staff who are particularly interested in the details of our work. This does not meet at regular intervals, but is called by the chairman whenever he has a sufficient number of subjects that should be brought up for general discussion.

Our general manager is not a sales manager, but is at the head of all the sales departments, and in reporting to him we do not hold ourselves responsible to the various sales departments, although we work with them in perfect accord, and receive splen-We have an did co-operation. understanding with the sales managers of the various executive sales departments here in Cleveland, which is headquarters for the company, that we will prepare plans for the pushing of any

particular lines that they believe need special attention, and in the same way we always are at liberty to suggest special campaigns of any lines that we believe are not being pushed hard enough. This means that some question is brought up either by the executive sales manager of a particular department or by the advertising department, and a consultation results, which usually brings out a plan of advertising that is satisfactory to everybody concerned. advertising department is strictly responsible for the carrying out of the details of this plan, and, of course, receives the cooperation of the sales manager.

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The advertising department here in Cleveland has general supervision over all the advertising of the whole company, and no district or division manager has any privilege in the making of advertising expenditures without first submitting them to the advertising department for approval.

In each of our large district offices, we have what we call a promoting, and advertising department, which is under the supervision of a promoting department manager, who, while he is responsible for the work to the district manager, also is under the supervision of the advertising manager at Cleveland, who makes regular trips around to the various division offices and goes over the work.

We furnish the ammunition and instructions for campaigns here in Cleveland to the district promoting department manager, who sees that these are carried out carefully and effectively. The local district promoting department manager is also responsible for the local distribution of advertising matter, such as color cards, booklets, etc., and we have a special report system which allows us to receive each month a report from each district showing exactly what their expense, under various captions, has been during that time. These reports are con-solidated in Cleveland, and give us monthly an exact statement of our advertising expenditures.

Every spring and fall a special

meeting is called of our district and division managers, and at that time the general advertising plans are gone over thoroughly by the advertising department, reports made on results obtained during the past year, and plans submitted for the future. These plans are only general in their nature and do not go into the details, which are all handled by the advertising department and for which it is When matters of responsible. special importance come up, it is, of course, usual for the advertising manager to consult with the general manager.

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Our present plan of organization seems to work out very well in practice and seems to be satisfactory to everybody concerned. Of course, it is impossible for us to report to the sales manager, as we have no general sales manager. Before changing our organization slightly about a year and a half ago, we did have a general sales manager, but even at that time the advertising department reported to the vicepresident, who was then also general manager. At present we are on the same basis as any of the general sales department.

In a smaller company I think it is very much of an advantage to have the advertising department manager report to the sales manager, provided that the sales manager understands advertising. If he does not, it is usually very much of a handicap to the advertising manager to have to report to him, as he often dictates the policy of the advertising department, and, owing to his ignorance of the subject, he handicaps the effectiveness of the department to a very large degree. To say the truth, it is pretty hard to lay down any hard-and-fast rule as to just who the advertising manager should report to.

I believe that very often it is a mistake to turn the advertising over to the sales manager, as in that way the advertising is dwarfed on account of the inexperience and lack of knowledge of advertising of the sales manager, although as a sales manager he may be a big success.

More than 160,000 persons who can well afford to pay cash for the costliest motor car made!

Wouldn't you like to know them?

They all read

American MAGAZINE

They comprise that half of the circulation with whom the purchase of the highest price motor car and costlier things obligate no personal sacrifice.

How can we prove it? Through an exhaustive canvass of tax assessors in 64 leading cities, as to the assessed wealth of The American Magazine readers. May we send you these figures?

No other magazine ever made such a canvass, none can offer such a splendid army of live prospects.

At \$312 the page

The American Magazine is admittedly the best buy in the entire field of national advertising.

THE PHILLIPS PUBLISHING COMPANY Union Square, North, New York City 150 Michigan Boulevard, Chicago, III.

FAITH IN THE SELLING SUCCESS OF YOUR PRODUCT.

HOW IT LIES BEHIND MANY BIG AD-VERTISING SUCCESCES-THE CASE OF A DIGESTIVE TABLET AND ITS UP-HILL CAREER-EXTRACTS FROM ADDRESS AT ROCHESTER.

By Edward F. Trefze.

The manufacturer of a digestive tablet told me one day that he had had an awful time getting his product going. He said, "I had a number of men to back me and the first thing we did was to spend \$10,000. Had never been accustomed to doing anything more than spending about \$2.25 for a half-page in a country newspaper, and that seemed as if it should really advertise all over the world. I had to call on them for another ten thousand and I got it. Then I took a pair of nippers and I got another ten thou-sand, and finally," he said, "I worked it up to forty thousand.

"They said, 'Well, you have got to count it up to profit and loss and let it go at that; we can't go on any longer.' But," said he, "I knew I had what men and women wanted; I knew they were slowly getting onto it. I felt that if I had another ten thousand to cap the forty that I had put into the proposition, I would absolutely win out on it. I went down on my knees; I metaphorically kissed the hems of their garments, because it seemed to me they were right at the threshold of a gold mine, only they could not see the chinking dollars in there as I could see them. And finally they gave me the \$10,000, and now I am spending a million a year in advertising my product."

The same faith, if you please, that sent Livingstone into the heart of Africa to carry civilization to the savages there. man believed in his product and that was the reason that he made such a tremendous success of it. You write a line for a newspaper or magazine, you can throw your photo there in any way, shape or form, but the veriest tyro who reads what you have written will see whether you have faith or not. After all, there is something in advertising that when a man gets on your wire, he knows positively whether you are telling a falsehood or whether you are telling the truth; and perhaps he may believe that you are telling the truth when you are telling a falsehood, and he may try your proposition out and he may get stung, and then he goes home and he says, "Well, that's his fault, but if he stings me again it's my fault." No institution was ever built up unless they had faith in its product and promulgated the truth.

DOBBS ON THE ECONOMY OF ADVERTISING.

In Duluth, on October 10th, S. C. Dobbs, president of the Associated Ad-

In Duluth, on October 10th, S. C. Dobbs, president of the Associated Advertising Clubs, gave a vigorous answer to those committees which have placed part of the blame for the high cost of living on advertising.

The high cost of living has not been boosted by advertising as several partiots in congress concluded, contended Mr. Dobbs. Advertising has reduced expenses of distribution and the cost of salesmanship. A national advertising campaign will produce more sales in a quicker time and over a broader territory than the old-fashioned method of personal salesmanship.

"If I waited for peddlers or traveling salesmen to sell my product," said Mr. Dobbs, "I would be dead before they got out of Georgia."

Advertising is an insurance, declared the speaker. It partially protects the purveyor of a staple from competition. A selling agency or a manufacturer can be independent of the traveling salesmen if the goods are given a name and are advertised.

"A salesman selling 'Keen Kutter' goods," said Mr. Dobbs, "could leave his company but he could not awing

and are advertised.

"A salesman selling 'Keen Kutter' goods," said Mr. Dobbs, "could leave his company but he could not swing his trade to a competitor. His successor would come along with 'Keen Kutter' goods with which the trade is familiar through advertising. The new salesman would get business in the first salesman's territory because he carried a line that had become an institution."

If a business is properly advertised.

stitution."

If a business is properly advertised, Mr. Dobbs emphasized, the entire machinery of the organization can be destroyed without obliterating either the company or its business. For the word "Royal," as applied to baking powder, a company was paid \$12,000,000 for the word alone. The word "Royal," in connection with baking powder, has been familiar on the editorial pages of the daily newspapers for many years.

FARM PAPER PROVES AUTO SLANDER FALSE.

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e đ James A. Patten's now famous statement of farm auto extravagance has now been proved a canard. He said: "I never saw anything like the way the Western farmers went after automobiles. They even mortgaged their farms to get them. I know of one Kansas City bank that holds mortgages on fifty-two machines."

on fifty-two machines."

These reflections on the credit and good sense of the farmer called forth an investigation on the part of The Bee Publishing Company, of Omaha (Twentieth Century Farmer). The publisher communicated with all the banks in Kansas City but was unable to locate the one which held the mortages to which Mr. Patter referred. gages to which Mr. Patten referred.
Reports gathered from about twenty

other bankers follow the same trend—that the farmer has not been extravagant in his purchase of automobiles; that only in exceptional cases has he paid with anything but spot cash; and in the exceptions, not with mortgages, but with short-time notes. No banker has been found who knows of the purchase of a car by a farmer not abundantly able to afford it.

"ALMOST."

"ALMOST."

KEWANEE, ILL., Oct. 8, 1910.

Editor of PRINTERS' INK:
Please enter two enclosed subscriptions for PRINTERS' INK for one year.

This makes seven subscriptions in all which we have sent you for members of our organization. That would almost indicate that we think PRINTERS' INK is a corking good publication.

B. MUHLHAUSER.



E were told recently that every Advertising Agency should have a little better organization than was actually necessary to transact

its business.

I Soon after this conversation an order came to us from a new advertiser calling for copy and designs for an expenditure of about \$500,000. The campaign covered newspapers, magazines, medical, agricultural and trade papers.

¶ Our organization met the emergency.

And we are still maintaining the organization a little better than is actually necessary to transact our present business.

H. E. LESAN ADVERTISING AGENCY

527 Fifth Avenue, New York Old Colony Building, Chicago

A NY advertising campaign of National scope must necessarily include a liberal amount of space in the leading Newspaper of the National Capital—

THE EVENING STAR THE SUNDAY STAR

= WASHINGTON, D. C.=

Never before has an advertiser been able to cover Washington so thoroughly with one newspaper as now in The Star.

Many wise advertisers are reaching every possible buyer with one appropriation in The Evening and Sunday Star.

The Evening Star's circulation is over 55,000 net daily, 20,000 in excess of any other Washington newspaper.

Rates and copies of the Evening and Sunday editions may be had by addressing—

The Evening Star Newspaper Co.

Washington, D. C.

Special Representatives:

Mr. Dan A. Carroll, Tribune Building, New York, N. Y. Mr. W. Y. Perry, 1st National Bank Bldg., Chicago, Ill.

MAIL-ORDER SUCCESS IN ENGLAND.

BETTER TO-DAY THAN EVER—PEOPLE FORMING THE PURCHASING BY POST HABIT—QUICK RETURNS— CONDITIONS IMPROVING—AMERI-CANS MAY AVOID THE PITFALLS.

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By Geo. H. Jewett,

Manager, Gannet Trading Co., London. In many respects England is an ideal mail-order field. It will be better as time goes on than it is to-day, for the public is forming the "purchasing by post" habit. Habits in England are serious things and are not made to be broken in a day. It was not for-merly habitual for the English-man to buy by mail. The greater part of the population lives in the recities with the shops near at hand. It has always been more or less a custom of the upper classes to write to the great stores for supplies, but not so for the rank and file. Time and the efforts of the advertisers have changed the custom to a certain extent, and the mail-order advertisers of the future will benefit by the work that has been put in by the pioneers. Mail-order work in this country can be said to be in its infancy still.

The small area of the field and its dense population are two of the good features. Almost any one of the 40,000,000 people in Great Britain and Ireland can get a letter to London within twelve hours. Since times have been good, those people seem to have a good amount of money and the inclination to spend it for what they think they need. In certain lines of business it is as easy to sell a comparatively high-priced article to the masses as in

America.

This compactness makes sharp work for the mail-order man. In this respect it appeals to the American. One can insert an advertisement in the huge editions of the Sunday papers and have the bulk of replies to the advertisement before Tuesday noon. Tuesday, by the way, is the mail-order man's busy day here. Not

only does he get the greatest number of letters of inquiry, but also the most orders on Tuesday. Instances are known where Tuesday's mail constitutes nearly onehalf of the week's post. One can't place his advertising until he is ready for the rapid fire of inquiries. A special week in one of the London stores can be extended by advertising, to be available to the entire country. This idea is being followed more and more by the great stores. Certain dealers offer special leaders, like the sporting house that used a few double columns to advertise containing twenty-five boxes Dutch cigars at a low price. Not only did the direct orders for those cigars come immediately from all over the country, but the total aggregated some million and a half cigars sent out. They were good value, even though admitting a profit, and opened up many a new mail-order account for the other products of the establishment.

AN AMERICAN'S SAMPLING SUCCESS.

It is no uncommon thing for some one paper to be responsible for thousands of replies where a sample is offered. As an instance, a firm of Americans offered a free sample of a hair preparation. The advertisement was about eight-inch double-column, and it was placed in two of the London morning dailies. It appeared Tuesday morning—the best morning of the week to advertise here—and by Saturday noon, an aggregate of over 7,000 applications, at a cost of £40, had been received from every part of the country.

The newly-arrived American finds much to please him, and until he has learned his public and has become used to doing things a new way, he has plenty to displease him. If he is a man who is willing to do things for the results, he will ultimately make good, but if, on the contrary, he is a man who believes his own methods are best, and believes it so thoroughly that he won't change, he will lose. He must learn many new things, and forget much that he has previously learned in America. One of his

greatest difficulties is in appreciating what not to say and do.

It is said to have cost one great advertiser several thousands of pounds to be certain just what the British public understood by the word "food." He was marketing a patent breakfast food, but spoke of it in headlines and on the hoardings as "Such-and-Such" Food. The public had a way of thinking of a "food" thus spoken of as something for infants and invalids, and did not respond to the appeal to buy. When the term "breakfast food" was used, the meaning was apparent and sales benefited. It isn't true to say that the British public is stupid, but it likes to have meanings made very plain

American ability, with all its keenness, trained so that there will be that so-called "dignified reserve," and not allowed to go too far off the conventional rule does well. It is difficult to be conventional and at the same time introduce originality, but it has to be managed somehow.

CONSERVATISM MADE AN AID

The fixed habits, sometimes spoken of as "conservatism" of the people, become an aid to the advertiser who has established himself. If he deals in a commodity that is likely to bring repeat orders, these repeat orders are certain and numerous, if the customer is satisfied. John Bull requires convincing. He is like the Missourian, only more so, but once his prejudices and doubts are dispelled he becomes so much the greater friend. This conservatism makes the British public moved or unduly fickle.

From the modern American standpoint, the English mail-order advertising is not up to much, but those who have been over here a few years have learned better than to depart too greatly from English copy and style. American selling plans and methods may be employed with success, but they must be pruned and adapted to suit this public. One can't force customs and habits too greatly. The failures of some

American companies here, just as the New York Cafe d'Opera fiasco of 1909, can be traced to such misapplied efforts.

The term "mail order" supplies an illustration of the difference in expression of the two countries. "Mail order" does not convey the clear meaning that is necessary. Everyone speaks of the mail as the "post," and at the same time it makes it rather confusing to call this class of business "a postal-order business" on account of its being the title of the form of orders sold by the post-office, used so greatly in remitting. Various firms adopt different titles when speaking of their mail-order departments. In one, it is "the orders by post de-partment," while in another it is called "the letter-order depart-ment," etc.

A pleasing feature is the business that so often comes from obscure parts of the globe, perhaps long after the advertisement

is forgotten.

WORLD-WIDE RESPONSE

Think of offering your wares to 40,000,000 people and having the bulk of the replies within a week of the date on which the paper or periodical goes to the public, Again, think of a portion of each edition of the periodicals going out of Great Britain among the 360,000,000 souls who are subject to England's rule and to whom London stands as the center of everything.

Americans come over here for the English trade alone, and after a time, finding the orders coming in from the colonies, branch out still further, and either establish depots in some of the colonies or advertise in colonial papers from the London address. Opinions vary as to which is the wiser course. One prominent adver-tiser who had a branch in Australia and one in South Africa was looking to the possibilities of India. His investigation led him to believe that while he could not hope for so large a turnover if he advertised from London, there would be more profit. It might be mentioned that his commodity

"The Fastest Growing Magazine In America."

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Oct.	1910.	Oct.	1909.
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Hampton's	31,192	23,804	7,388	gain.
Cosmopolitan	30,856	28,252	2,604	66
McClure's	35,216	33,320	1,896	66
Harper's Monthly	20,468	18,592	1,876	46
Metropolitan	5,824	4,816	1,008	66
World's Work	28,224	27,328	896	**
Scribner's	24,787	38,976	14,189	Loss.
American	28,448	34,720	6,272	"
Success	15,300	19,457	4,157	66
Red Book	12,544	16,128	3,584	66
Munsey's	27,664	31,087	3,423	"
Everybody's	40,166	42,276	2,110	
Review of Reviews.	29,860	31,514	1,654	46
Century	19,544	20,040	496	46

HAMPTON'S MAGAZINE'S gain in circulation for October 1910 was 125,000 copies over October 1909.

The edition for December 1910 will be in excess of 450,000 copies.

was one that could be sold extensively but a few years. He closed both the existing colonial branches and conducted all his dealings from his London office, merely using a forwarding agent in each place, and found that his forecast had been true—that at the end of a year he was better off than before. Later he took up the South American field and a few countries of Continental Europe on the same plan.

This colonial overflow plays a very important part in the fortunes of many. So, too, do the orders coming from the Continent of Europe. As this latter necessitates translations, some merely attend to what may come—others go after the business with good success in the main, as certain European countries are rich mail-order fields for those allowed to work

there.

Much has been written on different classes of advertising mediums. Many of the dailies are excellent for mail-order use, but the weekly periodical and the Sunday paper play a most important part. Some of the magazines and monthlies are also good. The rates are much lower per inch per thonsand than in America. One great monthly charges but £3 per inch for a million circulation. From three hundred to four hunweeklies can be bought thousand circulation Two Sunday papers, with circulations well over a million, charge only £2. 10s. per inch.

PUBLICATIONS USED.

Here, as in America, are to be found the publications that give many inquiries, yielding no money; the ones that give many inquiries and much money, the ones from which come few inquiries and little money, and again, the one that gives few inquiries, practically all of which can be converted into cash. It is probable that the average selling cost will not be much less than in America, in spite of low advertising rates, as the people are not so much influenced by advertising—yet.

The public is getting the habit of reading the ads and the press

is becoming more and more anxious to do everything possible to assist the advertising. Special articles, advertising development departments, and every sort of up-to-date machinery and methods for the good of the paper and its advertisers are being employed.

The American soon learns not to address his possible customers as "Dear Friend," and the futility of attempting to get agents of the ordinary sort—if he offers a good commission on business introduced, that is another matter.

THE GREAT BENEFITS OF THE PARCELS POST.

The parcels post serves the mail-order man admirably. Postal vans call when required and collect the parcels free of charge. For three pence a one-pound parcel may be sent to any part of Great Britain. Each additional pound costs a penny extra, but the limit in weight is eleven pounds. Beyond this weight the "passenger train service" takes the place of the express company, while the ordinary "goods" service corresponds to the American "freight." Certain carrier companies will undertake C.O.D. service.

Much of the news concerning Americans who have established in London deals with the failures, in spite of the more interesting stories regarding those who have made good, that might be told. London and other foreign cities are filled with American branch houses that have firmly estab-

lished themselves.

Even though England has but one-half the population of the United States, instances might be cited where the London branch has played the part of the "tail that wagged the dog," yielding, after a few years, greater profits than the home office.

Owing to the smaller population and differences in the people, it is doubtful if the present generation sees a development that will be great enough to produce anything like Sears, Roebuck & Co. and similar successes in America. There are, still, great houses here built up in a few years almost entirely by advertising. nxto ar-

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This Letter from Walter Wellman

The Walter Mestoria
Fifth Morme 37? and 74% Streets
and Mestor Court.

New York.

The Walter Court.

The Manyton: We have had a

madriful advanture; and have Keaned much
y value in dand pount of the ail of
ancid nowing time. My first article will
ancid nowing time. My first article will
be ready for your wist number

Walter Welleman.

Says:

"DEAR MR. HAMPTON:—We have had a wonderful adventure; and have learned much of value in the development of the art of aerial navigation. My First Article will be ready for your next number."

WALTER WELLMAN

HAMPTON'S

December Edition, 450,000

The Munsey Newspapers

In each of the four great Eastern centers of automobile distribution there is a *Munsey Newspaper* that dominates the field of automobile advertising:

The Boston Journal
The Baltimore News
The Washington Times
The Evening Times
of Philadelphia

Under the auspices of these papers, the MUNSEY RELIA-BILITY RUN was held in 1909.

Last Summer, the MUNSEY HISTORIC TOUR was held under their direction.

No paper nor group of papers has done more to foster or build up popular interest in the automobile industry than The Munsey Newspapers.

Write for copy of handsome brochure on the MUNSEY HISTORIC TOUR. It is sent anywhere without charge.

The Munsey Newspapers 175 Fifth Avenue, New York

Commercial National Bank Bldg., Chicago, Ill.

THE "BONA-FIDE ORDER" FALLACY AND AUTO SELLING.

REAL ORDERS NOT LARGER—NO INDI-CATION THAT PRODUCTION WILL BE SMALLER IN 1911—LOANING TO PURCHASERS GREATLY OVER-ESTIMATED.

By James Couzens,
Secretary and Treasurer, Ford Motor
Company, Detroit.

There is no foundation for the statement that bona-fide orders for 1911 are larger than ever before. The reason for this is that there is no such thing as "bona-fide orders," because the dealers only take such cars as they can sell. Not a single car will be taken by dealers that they cannot sell, In the first place, the dealers are not strong enough finan-cially to take cars that they can-not sell, and in the next place there is not I per cent of the cases where a deposit of 10 per cent of their orders is made at the time of placing contracts. There may be a few cases where manufacturers demand 10 per cent deposits when making contracts, but we know of only one concern who does this, and that concern's business is only a small portion of the country's business.

As a matter of fact, manufacturers can only tell by carefully investigating conditions as to what next year's business will be, and in fact then it is all a matter of using good judgment and being a good guesser. We have simply got to go ahead based on the best information we have, and then we have got to have a good sales organization, do the proper amount of advertising and have the proper commodity, and then we will succeed the same as any other manufacturing concern; otherwise we will not.

There is no indication that the production of automobiles for 1911 will be smaller than that of 1910. There will be a curtailment of the expansion, but not a curtailment of present capacities—at least, not to any material extent. There may be a few cases where companies have expanded too

rapidly and gotten into financial difficulties, as in the case of the prominent company which has been in great financial stress and which has received so much newspaper comment about it.

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From our information, we believe that practically every company in the industry will make at least as many, if not more, cars in 1911 than they did in 1910. We are increasing our production 50 per cent, and we are the largest individual producers in the world, so that will help to bring up the average and more than offsets the curtailment of a few cars by some of the smaller companies.

The Wall street journals are laying too much stress on the power of the bankers in the West, or any other section of the coun-They say the chief reason for this curtailment will be due to the bankers attacking the automobile, claiming it a menace to the country at large. This is giving the bankers credit for too much power, and if the bankers think that, they are certainly most egotistical. There are not a great many loans required for the pur-This matter of chase of cars. loaning to purchasers of cars is greatly over-estimated, and, in fact, there is nothing like the amount of it which is generally supposed. There are very few notes given as part payment of cars, and we, with our \$20,000,000 worth of business this year, have never taken a note, and of our twenty-three branch houses none of them have ever taken a note, and from our investigation there are few, if any, dealers who ever take a note.

It is true there was one large maker who over-produced for 1910. He over-produced because he did not have the proper sa'es organization to market it, nor did he have the proper car to meet popular favor. Further, this maker has neg'ected his customers in the past, which acted as a detriment to sell the volume that they started out to sell this year.

The Munsey Magazines

There are to be, in round figures, 180,000 automobiles manufactured in the United States next year.

This is about one to every hundred families in the country.

With a circulation in excess of 1,700,000, The Munsey Magazines reach about one in every ten families in America—the most far-reaching advertising service available as a unit ever offered by a publishing house.

The automobile manufacturer must make his average appeal to families with incomes of \$3,000 or more a year.

Of this class there are five in every hundred homes in America.

If, then, the automobile manufacturer has a possible sale in five out of every hundred homes in America, and The Munsey Magazines reach ten in every hundred homes, it is morally certain that these periodicals not only cover a majority of the magazine-reading homes of the country, but an extraordinary high percentage of the homes in a position to own a motor car.

Send for handsome booklet giving history of automobile development.

The Frank A. Munsey Co. 175 Fifth Avenue, New York

Commercial National Bank Bldg., Chicago, Ill.

The Hartford, Corn., Business Men's Association wants to form a chamber of commerce to advertise that city.

Crop Keports a Necessity to Modern Business

Why Orange Judd Weeklies Spend Thousands Of Dollars to Secure FIRST Crop News

By B. W. SNOW, Statistical Director Orange Judd Weeklies' Crop Reports Bureau

Whether You Realize Your business, regardless of where or

what it is, depends for its prosperity upon erop conditions, for in the final analysis ORANGE JUDD WERKLIES' crop reports are even more indispensable crop prospects is the barometer which foretells business conditions, Necessary as Dun's or Bradstreet's is to the average business concern, to our farmers, who must know how, when and where to market their crops to the very best advantage. Our Crop Reporters Are And frequently in every township, in Every Roundy throughout the country. This corps In Every County

of trained expert observers if maintained simply for crop reporting would entail a cost that would be prohibitive; when operated in connection with our general circulation and with our news agencies, it becomes possible for us to have a private reporting agency with as complete a system of local representation as has the U. S. Government.

Why Our Grop Reports Are Esperiy Awaited

tercommunication, depends upon the aggregate value of the whole country's crops, and to a very small exupon the local situation. Therefore our farmers MUST have order that they may intelligently dispose of their surplus at the right time, and prices. To do this, the current day's prices are not nearly so essential as it a thorough, gos. I knowledge of crop conditions with our present flexible means of inknowledge of erop conditions outside their own range of vision, in

Foremost Grop Reporting The U. S. Dept. of Agriculture Bureau in the World

ORANGE JUDD WEEKLIES are published weekly. They are up-to-date maintains the only complete and systematic crop-reporting bureau manner. Yet there are striking differences. The crop reports of outside of ours. The work in each case is done in the same general all the time, and are given as news while it is news.

The government reports necessarily are issued at stated periods, a month apart. The public has no definite knowledge of the changes as they are occurring between periods of issue. Nor does this belated information sift through our great industrial centers and newspapers to the farm until it is too late to be of any particular value.

ORANGE JUDD WEEKLIES' crop reports fill this gap by keeping tabs from day to day and week to week of the changes, and show the comparison with the situation existing seven days earlier.

Our Grop Reports the Farmer's Safest Guide

The price of all products on the farm,

The value of every bushel of wheat

grown in Kansas is influenced just as much by the number of bushels grown in North Dakota as it is by the crop of Kansaa. Same is true of every crop. The farmer has no means whatever, except through ORANGE JUDD WEEKLIES' crop reports and those of the Government, of knowing what the situation is in the country as a whole. If he depended upon his personal knowledge of local conditions he would make serious errors in the disposition of his crop simply because the influences governing his production are often entirely different from those governing.

Go After the Farmers' Orange Judd Weeklies Half of the BEST Farmers

ing what the situation is in the country as a whole. If he depended upon his personal knowledge of local conditions he would make serious strots in the disposition of his crop simply because the influence governing the disposition are often entirely different from those governments in the time that the disposition are often entirely different from those governments. Go After the Farmers'

deter that they may intelligently disconce that two for Falge of Vision, in time, and prices. To do this, the current day's prices are not nearly so everywhere as is a thorough, gogs "I knowledge of crop conditions."

Trade by Advertising in Orange Judd Weeklies Half of the BEST Farmers

The Reliability of We were first to point out the loss in winter Our Reports

afterward, this estimate was entirely corroborated by the national government and the state bureau. The middle of June, we gave and spring wheat acreage this year, but never the fact that unfavorable conditions were more or less local and not typical of the whole area. This information was of the greatest value two million acres of wheat in Kansas had been destroyed. Weeks similiar prompt information concerning the damage to spring wheat before the public had information from any other source. The period of damage from high temperature in the Dakotas began about June had thoroughly covered the stricken territory, and made definite became panic stricken and never lost sight of to the producer with his crop to sell. Before the middle of March, ORANGE JUDD WERKLIES presented an estimate showing that By June 16th our Bureau chief was in the fields of that district, estimates of loss before other authorities realized the disaster.

This Year's Orope In spite of all local trouble, our wheat crop will reach 683,000,000 bushels of most exceptional quality, sufficient to meet all domes-

grown, and of quality never excelled. Even in the Northwest, where the drouth prevailed, threshing returns are showing splendid yields prices sure to prevail, but the foreign situation insures better prices for the export demand. In corn, the crop will break all previous not be far from three billion bushels. The oats crop is the largest ever records, and on the basis of Government estimate of acreage, it will Think what this meams to you, Mr. Advertiser! Not only are good tic requirements, and to permit exportation of 100,000,000 bushels. and a crop above 1,056,550,000 bushels.

What Do These Facts Spell It means the continuation of greater for You, Mr. Advertiser?

sell him automobiles, clothing, table delicacies, household necessities, prosperity for those who seek the farmer's patronage, whether

The farmer is the liberal but the perfectly safe buyer of today, the man of means who can afford to buy what he wants, and who is in the market for more necessities and luxuries than ever before. or agricultural implements.

His vocation is a business calling for the highest order of intelligence. Such are the farmers who read and rely on ORANGE JUDD Weekliks' Crop Reports and secure the utmost profit by the appli-Our Subscribers Have The subscribers to ORANGE JUDD Weeklies represent the most subcation of this information in selling their products. Buying Power

stantial and progressive type of farm-They are business farmers, who are able to buy what they want, and are interested in every proposition which tends to make farming more profitable, or improves the farm home.

Our crop reports, which are followed closely, indicate the class of business farmers reached—those who market their crops to the best advantage, thus increasing to the maximum their purchasing power.

confidence existing between subscriber and publisher, backed by our ORANGE JUDD WREKLIES cover the entire country section by section: ORANGE JUDD FARMER in the west, AMERICAN AGRI-CULTURIST in the east, and the NRW ENGLAND HOMESTRAD in New guarantee of the reliability of every advertiser, makes ORANGE JUDD Werkliks the most profitable advertising mediums in the country for England. Each paper is the authority in its respective field. getting the best farmers' trade.

Write for Sample Copies and our "Facts About the New Farmer" | Booklets

1209 People's Gas Bldg. Western Office: Chicago, Ill.

ORANGE JUDD COMPANY Headquarters: 439 Lafayette St., New York

Eastern Office: 1-57 W. Worthington St. Springfield, Mass. We are the exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON BUILDING, NEW YORK

WESTERN OFFICE FIRST NAT'L BANK BLDG. CHICAGO PACIFIC COAST OFFICE 242 CALIFORNIA STREET SAN FRANCISCO

THE SITUATION BACK OF A CRITICISED AD.

AN ILLUSTRATION OF THE MANY CONSIDERATIONS WHICH A CRITIC MAY NOT BE AWARE OF-A SPE-CIAL CLASS TO BE REACHED.

By A. Edward Newton, Advertising Manager, Walker Electric Co., Philadelphia.

PRINTERS' INK is such an interesting little publication that I make it a rule to go through its pages every week. When Mr. Ethridge's criticism of my advertisement in the Electrical World caught mv eye some time ago I decided that I would reply to it when an opportunity offered. regret that my advertisement has offended Mr. Ethridge and believe that his criticism is due to the fact that he has mistaken the audience for which it was intended. Dr. Johnson once re-marked, "It is better to be at-tacked than unnoticed," and perhaps this would be my best reply to his strictures. There remains, however, something more to be said.

Advertising should be prepared in such a manner as to make special appeal to the class presumably interested. If the Walker Company were selling a small, inexpensive article which had the possibility of securing customers by thousands, customers who from their financial necessities or otherwise were as unkempt and unshaven as the individual in our cut, I would paint this prospective customer, if I painted him at all, as a fine dapper specimen of humanity, fresh from the use of a "Gillette" razor and wearing one of those exquisitely tailored suits which we see in the pages of the magazines but not elsewhere, but the Walker Electric Company appeals to a very different class.

To unfold the idea I had in mind when this advertisement was published, it will be necessary for me to be a trifle autobiographical.

The Walker Company devotes its entire attention to the manu-

facture of expensive boards which are not usually classed as electrical supplies; modesty forbids me to say in this communication that these switchboards are the best obtainable, although I think I have elsewhere so referred to them. Such switchboards as we manufacture cost anywhere from two to twenty thousand, occasionally as high as \$50,000.

Contracts are sometimes let to the lowest bidder upon specifications and designs which are the result of weeks or months of study by the consulting engineer. To carry to successful conclusion an important electrical contract, such a contract, for instance, as requires a Walker switchboard, takes money, a lot of it, and when occasionally, fortunately for us not frequently, a contract is let to such an individual as is shown in our illustration, he is as much surprised as we are disgusted, and his first thought is, what did I forget?

It is sometimes said in our line that the man who makes the mistake gets the contract. Perhaps he has forgotten the switchboard itself or some of the expensive apparatus usually found thereon, and his one idea thereafter is to substitute a cheap switchboard for a "Walker" or less expensive apparatus than the apparatus called for in the specification,

My advertisement was intended to suggest that when dealing with such an individual as is shown in the advertisement, whose shop equipment consists of desk room somewhere, that he be upon his guard; that it would be well to remind him that a Walker switchboard was contemplated by the specifications and that he is expected to supply it.

Caricatures have ever been effective, and our caricature, while it resembles an office boy's jcke, which it is, in fact, is not gross. It makes an immediate appeal to the class for which it was intended, not only to the contractor with a satisfactory rating in Dun's and Bradstreet's, but to the architect and engineer; in a word, to the victims of the man whose

office, so to speak, is in his hat. It was first published by us as the back of a calendar which can be seen hanging in important engineering offices all over the country. It hurt no one's feelings, as far as I know. We had hundreds of applications for additional copies, which we were unable to supply. This led me to insert it in the Electrical World, where it caught Mr. Ethridge's eye; this is one thing; that its story escaped his intelligence is another, and for this I am not responsible.

That "circumstances alter cases" is also the burden of another plea from Philadelphia, with reference to the province of the Review Editor of PRINTERS' INK. Howard K. Mohr, advertising man-ager of the Commercial Department of the Philadelphia Electric Company, has this to say:

"It is probably fair to object to criticism, if such criticism is based

on the wrong premise.
"The little booklet, 'The Modern Power,' was not sent to PRINTERS' INK for criticism; in fact, it was not sent to the Review Editor of PRINTERS' INK at all, nor was it prepared and printed for a mailing list. Even a casual study of this little book would show that it is composed of a series of booklets bound

under one cover.

"These booklets cover, broadly, the subject of the uses of Electric Power from the Central Station. Seven booklets in all were issued, at intervals of from two to three weeks. They were all the same size, printed in two colors, sometimes on tinted paper and sometimes on white paper. Extra sheets of each booklet were printed for a special purpose, but when the series was completed it was found that, in combination, these booklets made a particu-larly good reference book for our power salesmen, and particularly a good piece of advertising for them to use when talking to prospects for large power business. Used in this way these little booklets have been eminently satisfactory, and, in our opinion, an excellent piece of advertising.

"You will probably grant that the different colored inks in no wise affect the ease with which the book may be read. If so, the use of colored insert advertising pages in such publications as the Saturday Evening Post, Collier's. Woman's Magazine, etc., would be open to the same criticism."

THE NEWSPAPER, THE AUTO AND THE PRESS AGENT.

Not all newspapers are supine on the matter of the press agent. Some of the best are holding out bravely against the combined and short-sighted pressure of some automobile concerns—a short-sightedness which is fully demonstrated by the fact that these newspapers with standing and prestige are refused advertising because of this firm attitude toward the press agent.

Says the publisher of one widely respected New York newspaper:
"It appears to be the custom of automobile concerns to place their advertising on the basis of puffs in the news columns of the papers rather than on the merit or ability of the mediums to produce results. This is the case with a great deal of the automobile business which is being placed, and observation has shown that even where the papers meet their wishes in the matter of run-ning puffs in the news columns, they get only a very small part of the ad-vertising conv. put.

get only a very small part of the advertising copy put out.

"In relation to this press agent evil, I fully appreciate the necessity of the newspapers as a whole getting together on this matter, and want to assure you that we are doing all that we can at the present time to bring about concerted action by all of the papers. Regardless of such action, however, we are cutting out as much as possible of this sort of matter from our columns, and hope before long to be able to cut out every single line of it.

"I think there has been quite an improvement within the last year, as a result of these matters having received consideration at the hands of the A. N.

consideration at the hands of the A. N. consideration at the hands of the A. N. P. A., also to a considerable extent by the members of that Association who have formerly paid attention to them, and I am hoping that gradually this effort will shape itself into concerted action on the part of all.

"It seems to me that the best service which PRINTERS' INK could do would be to point out this evil practice in its columns in such a way as to convince

columns in such a way as to convince some of these automobile concerns that this method of placing copy is wrong, and is not calculated to produce the best results."

La Revista Hispano-Americana, the general export publication, will in the future be issued monthly, instead of semi-monthly as previously.

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MoToR Country Life in America

Four-Color

Cooperative Advertising

Country Life in America and MoToR have made a special combination arrangement to furnish four-color work in their two big numbers, The Country Life January 15th Motor Number and January Show Number of MoToR.

These issues are recognized as the most reader-reaching and best result-producing numbers of the year.

The advertisements in the four-color sections will be decidedly more effective than black and white.

As this combination has solved the color expense, we urge you to take advantage of this plan.

It costs very little more than the black and white.

In a few days our beautiful color announcement will be ready. It is interesting to all advertisers and students of color. Free upon request.

Address either magazine

MoToR 318 Fourth Avenue New York City COUNTRY LIFE IN AMERICA Garden City New York

TIRE ADVERTISERS' INTER-ESTING PROTECTIVE PLAN.

BIG COMPANIES FORM PROTECTIVE ASSOCIATION-NEW YORK "AMERI-CAN" ACCUSES IT OF MONOPOLY AND RESTRAINT-HOW THE PLAN OPERATES.

L. W. Bennett, general manager of the Dealers' Protective Association, which includes in its membership seven manufacturers of automobile tires, was not altogether sure that a story published October 21st in the New York American was worth answering. The American charged the association with arbitrarily black-listing those dealers who did not consent to sell tires at the top prices fixed by the association. It alleged that the seven concerns had advanced the price of tires 20 per cent, and said that the Department of Justice had unearthed evidence supporting its accusations.

Mr. Bennett consented to talk with a representative of PRINT-ERS' INK, but wished it distinctly understood that by so doing he was not making a formal reply to the charges of the American. The Dealers' Protective Association, he intimated, had a convincing statement to make, but he pointed out that a thoroughgoing answer would demand a detailed and statistical analysis of the tire situation, which it would not be feasible to present offhand. Such an analysis may, however, be made

in the near future.

Mr. Bennett ridiculed the statement that the Association was a combination in restraint of trade. He quoted from the "notice to dealers" which was sent out from the Association's offices at 25 West Forty-second street, New York, and which was reproduced in facsimile in the American. In that the statement was plainly made: "The Association will not in any way, shape or manner engage in price agreements. Each member will be free to nominate its own selling prices independent of each other. Each

member will expect its sale prices to be conformed to by the trade at large and will be pleased to work in harmony with the dealers to that end."

To explain the purpose of the Association Mr. Bennett pointed to another part of this notice, which read: "The extremely heavy pressure now bearing on each of the members in the conduct of individual business makes necessary some relief in connection with a detail work of this character. To that end this Association has been formed and a General Manager placed in charge to carry on the work. You will become familiar with the methods to be employed as time goes on. A simple system will be evolved to acquaint you with trade subjects of mutual interest.'

Mr. Bennett admitted, as the American said, that the Department of Justice had made an investigation and that the case of the Association was now in the

hands of its counsel.

Mr. Bennett said that the Association naturally had something to do with credits. Many dealers had shown that they were "shaky" in this respect. The cost of running a legitimate retail tire business totals up often to 22 per cent of the sales. Such dealers as these, with well-equipped salesrooms, were the backbone of the retail trade. They naturally object to the competition of small dealers who may rent a room for ten dollars a month and thus be able to sell at a cost not running, perhaps, over two and one-half per cent of the sales. Obviously this margin was too small to instill confidence in the minds of the tire manufacturers. It has been proved that this c'ass forms the large majority of those whose credit has been proved to be poor. Should any tire manufacturer go counter to the requirements of good business procedure and grant the same credit terms to such dealers as to those who form their main reliance?

Mr. Bennett said that the men whose credit was poor caused a decided disturbance in the trade. These were the men who, upon ices

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1911 Motor Cars Wanted

Here are thousands of men in the market for new cars the coming season—men who buy on merit—men proved capable of appreciating the technical perfection of your car. These men are readers of

THE HORSELESS AGE

in whose news columns they look for mechanical improvements and in whose advertising columns they look for the application of the best of these improvements to the finished car.

Automobile buyers are appreciating more and more that the latest "news" of the industry appears first in The Horseless Age, as well as accurate descriptions of cars, parts and accessories.

And that manufacturers are appreciating more and more the immense possibilities, under its new management, of the publication long recognized as Standard, is evidenced by an increase of over 100% in advertising during the past year.

Your advertisement in THE HORSELESS AGE will also influence every live dealer not alone because of the facts presented in the advertisement, but because he knows the immense leverage this same advertisement is wielding upon the livest of his prospects.

Let us send a man to talk this thing over further.

THE HORSELESS AGE CO.

Motor Hall, 250 West 54th Street, New York

being asked by the Department of Justice whether they had experienced treatment tending to show combination in restraint of trade, accused the Association of undue discrimination. The dealer whose credit had been found to be good was satisfied with the price arrangements made by the manufacturers; and he had not corroborated the charge made.

Mr. Bennett said that those dealers who were not satisfied were at liberty to buy elsewhere of the forty or fifty other tire concerns. He expressed himself as certain that the plans of the Association transgressed no Federal or state laws, and were, moreover, in conformity with sound business principles.

Concerning the "black list" of dealers mentioned in the American, he pointed out that every sensible manufacturer knows definitely of the dealers who have proved themselves unworthy of credit. The tire companies reserved the right to refuse to do business with dealers to whom it was unprofitable to sell goods.

The seven tire companies which the American charged with being united in a trust are The Continental Caoutchouc Company, the Diamond Rubber Company, the Fisk Rubber Company, the B. F. Goodrich Company, the G. & J. Tire Company, the Hartford Rubber Works Company and Morgan & Wright. "Of the seven companies in the combination," said the American. "four are subsidiaries of the United States Rubber Company, ally of the Intercontinental Rubber Company. Four companies are owned by the Rubber Goods Manufacturing Company . . . capitalized at \$50,-000,000."

MAGAZINES HELD UP BY COUPON AD.

A clash between the postal regulations and the advertising pages of a large number of the magazines resulted in the spectacular holding up in the New York post-office of the current issues of several of the well-known publications for November. The offending matter was an advertisement of the Hartford Insurance Company. This in page and half-page size was sent out to special in about forty periodicals. appear in about forty periodicals.

The postal regulations state that no ccupon attached to any advertisement shall occupy more than twenty-five per cent of the space of the entire advertisement; and in no case (as that of a double-page spread) shall it consist of double-page spread) shall it consist of more than one-quarter of a page of the publication in which it appears. A coupon of larger size than this is classed as a circular and so demands a higher rate of postage. It was under this regulation that the magazines containing the Hartford Insurance Company's advertisement were detained.

The postal authorities claim that they have repeatedly warned the publish they have repeatedly warned the publish.

The postal authorities claim that they have repeatedly warned the publishers that coupons larger than are allowed by law were being printed in their pages, but all to no purpose. Having become discouraged with the heedlessness of the advertising departments of the magazines in general the present action of the Government comes, it is said as the culmination of a series of said, as the culmination of a series of protests on the part of Uncle Sam.

said, as the culmination of a series of protests on the part of Uncle Sam.

Nearly all the publications to which the copy was submitted, either wittingly took the risk or inserted it without noticing that it might prove objectionable. The November Outlook and Everybody's have passed through the mails bearing the advertisement in its original form. The Business World noticed the pretext for possible objection and changed the word "advertisement" to "coupon." Despite this, however, the issue was held up, the New York post-office characterizing this change as a mere make-shift. In a number of the publications which had not gone to press the word "coupon" was substituted for "advertisement" and all ne of six-point type reading "When my insurance expires please see that I get a policy in the Hartford"—inserted above the spaces for the name and address of the sender of the coupon. This, though an admitted improvement, would not suffice to bring the copy within the regulations.

The final form of the advertisement.

The final form of the advertisement,

The final form of the advertisement, which will appear in the coming issue of a number of the national weeklies, contains the changes that are mentioned above and in addition a line of dots to separate the line of six-point and all below it from the rest of the advertisement. This overcomes the objections of the postal authorities to copy of this kind.

As the mailed section of some dozen or so of the most popular magazines had piled up in the post-office between Thursday night and Saturday at noon, the matter was referred to Washington for decision. This was made public Menday morning and granted a special dispensation for the present instance, allowing the publishers who had already compiled and bound their issues to forward them through the mails, but with a warning that next time they would have to reprint.

It would appear that the Government and been looking for a change to see the

It would appear that the Government had been looking for a chance to perpetrate one of those horrible example stunts but recognizing the magnitude of the interests involved and the attitude of the public on such matters had decided to consider the lesson salutary appears and lest it the lesson salutary

enough and let it drop.



From the Days of the Ox Yoke to the Automobile.

It was a long step from the ox cart to the automobile yet the farmer has made it in a very short time, progressing more in the last forty years than he had previously in forty centuries. What brought about this wonderful advancement? Most assuredly agricultural papers played a prominent part.

Pierce's Farm Weeklies

began publication in the days of the ox yoke. Since that time they have been carefully and energetically guiding the agricultural development of their respective territories. Today—the day of the auto—they are unquestionably the leaders in dispensing up-to-date, practical and authentic information to the well-to-do farmers of the Grain Belt.

Although each paper has been published for a great many years, not one of the trio has grown old, for none follows the old-fashioned idea of a one-man-editorship, but buys constantly the best writings of the best agricultural authorities of the day. This gives each an army of loyal, enthusiastic and well-to-do readers, who, because of long acquaintanceship, are influenced by all that appears in its columns. Each paper has an unap



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proached editorial prestige, and therefore a heavy concentrated circulation, in its territory—features that make a farm paper worth while to its advertisers.

advertisers.

Forty-one different makes of automobiles have been advertised in Pierce's Farm Weeklies within recent months.

The names, places of publication, dates of founding and circulation of the papers constituting the Pierce trio are:

When writing address central office, Des Moines, Iowa.



Why Not Sell Your Automobiles to 12,000 Prosperous Fruit Growers!

Owners of big, productive fruit farms, to whom the whole country looks for its fruit supply! Prosperous, well-to-do men, whose families live in the most comfortable circumstances and whose buying-power is tremendous!

These are the people you appeal to through the columns of

BETTER FRUIT

the best and handsomest publication of its kind in the world. It reaches all the prosperous fruit growers west of the Mississippi. They subscribe for it year after year. It is read with interest by every member of the family.

These 12,000 fruit growers are enjoying the fullest prosperity. They are making money easily, and they are prepared to spend it intelligently to add to the enjoyment and happiness of their families.

The columns of "Better Fruit" will bring your story before these men in the most effective and economical way. We will be pleased to send you a sample copy of "Better Fruit" and to supply you with the fullest detailed information.

BETTER FRUIT PUBLISHING CO. HOOD RIVER, OREGON

'NEAR SAMPLING" IN A CAMPAIGN FOR BILL FOLDERS.

HOW A NEWARK CONCERN SOLVED AN INTERESTING PROBLEM—MAK-ING IT EASY FOR THE DEALER— NEW YORK NEWSPAPERS USED AND DEALERS' NAMES PRINTED IN THE COPY.

The Handy Bill Fold Company, of Newark, N. J., were aware that theirs is not a product which can bring a buyer for another purchase, for the bill folder is guaranteed to last three or four years. «However good the article, a purchaser would be out of the market as far as they were concerned until the bill folder should wear out. Yet Mr. Wentz, the advertising manager, wished to take advantage of the sampling process, if possible.

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The problem was, how could he sample with a product which would put the recipient out of the running as a cash buyer? You can sample profitably with soap or baking powder, for there are the "repeat" orders in prospect after the sample is used.

At first thought it looked as feasible to sample with grand pianos or automobiles or typewriters, as with bill folders. But an eight-sheet folder which dealers in the metropolitan district are receiving gives the advertiser's solution.

The dealer is urged to stock up on the strength, partly, of a "free demonstration sample." Those dealers who have liked the looks of the proposition and have ordered as many dozen as they thought wise have been supplied with paper bill folders, treated to a toughening process. These are like the leather product in every detail, and, moreover, are filled with "stage" money, so that whoever receives a sample may experiment with it as he would with regular money and a regular leather folder.

The demonstration sample is such a curious affair, with its contents of "money," that one is inclined to investigate the novelty.

Besides this demonstration sample, the dealer is advised that he will be assisted by sundry sales helps in the shape of window cards, display boxes filled with the folders and specially made "handy-folder" price-tags.

The makers of the bill folder

The makers of the bill folder would seem to have hit the dealer "where he lives" by offering to print each Handy Bill Fold dealer's name in the newspaper advertising now running in rather



COPY THAT IS HINGED UPON A "NEAR SAMPLE" PROPOSITION.

large space in the New York World and the New York Times. A retailer in Harlem or Flatbush will not hesitate long before he perceives that an acceptance of this offer will secure him, free, considerable valuable advertising.

Altogether the storekeeper is made to understand that he has only got to go through a few prescribed motions and the bill folders will jump over the counters of themselves into purchasers' hands. The advertising, the demonstration samples and the unusual window cards are guaranteed to save the retailer the necessity of much talking.

Concerns which like the Handy

Bill Fold Company have tried the mail-order plan of selling without any special profit are prone to become as ardent in their approaches to the dealer as is the June lover who steals upon the bower where sits the chosen lady. They would not have him talk himself into fatigue for the world! Just have a clerk slip out the samples to promising customers and no man can resist going into the store and demanding that he be supplied with the advertised article!

It is a question whether some manufacturers are not over-eager in assuring the dealer that any article is practically automatic in its selling. In fact, one even wonders whether it would not be more profitable and more resultful if the dealer were solicited with arguments that took for granted a fair degree of co-operative effort on his part.

The following is an extract from the "dealer broadside" issued by the Handy Bill Fold Company, but it is not essentially different in the extravagance of its promises from many others which the retailer, especially in New York and other large cities, receives frequently: "This unique method of selling leather goods is a self-selling plan that will increase your leather goods profits almost without effort on your part, and we stand all the expense." (The italies are ours.)

An ordinary hard-headed dealer might well believe that the commercial millennium had arrived, if he received such assurances without skepticism. It is wisest not to allow the dealer to become skeptical regarding any feature of an article which he is asked to handle.

The printing of the names of the local dealers is commendable. Too often the consumer is worked up to a sharo degree of interest, even to the buying point, and is then discouraged because he does not know where to go to get the goods. In this Handy Bill Folder campaign it was not thought wise to ask the dealers to pay for the space taken up by their names. But it will be remembered by

PRINTERS' INK readers that in the campaign of the Milwaukee Solvay Coke Company the agent or dealer was persuaded to pay for such advertising. The result was as expected—the dealer felt more concern in pushing the sales of the goods because he had a money interest in them, although very small.

The advertising of the bill folders began about a year ago in the Saturday Evening Post. A



ANOTHER OF THE SERIES ADVERTISING DEALERS' NAMES GRATIS.

list of 850 department stores was worked out with circulars drawing attention to this advertising and 350 of them ordered. But the advertising, owing to some reorganization plans, was allowed to lapse. The present campaign may, therefore, be regarded as the opening gun. It is planned to cover the country with newspapers gradually.

The course in journalism which was started last year at the University of Minnesota has been discontinued. The work, if it was to be carried on as the department desired, demanded the appointment of another man, and the Regents felt that the expense at the present time was not justified.

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THE agricultural paper in Minnesota that brings the best results, is the one with the lowest rate per line per thousand circulation.

On actual results, compared with other papers in its field,

Farm, Stock & Home

Minneapolis, Minn.

should have a fifty per cent. higher advertising rate than it has.

It prefers satisfied advertisers who will stay with it year after year, to making a rate so high that new people must be brought in every year, at a high cost for obtaining business.

Which policy is best for the advertiser?

Our Translation Bureau Adds Twenty per cent. to your Available Market

T puts the story of your product into the mother-tongue of Fourteen Million foreign-language Americans. Makes them familiar with it in the speech they use every day.

Not the stiff hack-work "translation" usually known, but the natural, easy style of the educated business man who lives with the people you are trying to reach—who thinks their thoughts and

speaks their language.

Our Translation Bureau is at the service of every advertiser whose product is admitted to the columns of the newspapers allied into the American Association of Foreign-Language Newspapers.

There are 321 of these newspapers—printed in 24 different languages, and covering the United States and Canada with their circulation. Their individual sworn circulations range from 200,000 to 5000. No paper with less than 5000 circulation is eligible to membership in the Association.

For advice on merchandising in this foreign-language field—address

Louis N. Hammerling
President

American Association of Foreign-Language Newspapers World Building, New York

ARGUMENT BUILDS \$10,000,-000 TIRE BUSINESS IN FIVE YEARS.

"FIRESTONE'S" BIG BUSINESS BUILT
IN FIVE YEARS ON BASIS OF ARGUMENTATIVE ADVERTISING — \$10,COO,COO ANNUAL SALES—TIRES ON
THE MARKET ONLY FIVE YEARS—
A NOVEL WINDOW DISPLAY FOR
DEALERS.

By H. L. Allen.

The Firestone Tire & Rubber Company, Akron, Ohio, is said to be doing a \$10,000,000 business to-day, and it is the advertised boast of this company that its organization comprises "America's largest exclusive tire makers."

Not a line of so-called "general publicity" advertising is used—argument is depended upon alone.

"I really don't believe a man buys an auto solely upon the basis of any advertising, no matter how good," says J. F. Singleton, advertising manager ever since the company started. "But I positive ly know of an almost limitless number of cases where men have bought their tires solely upon the basis of succinct, argumentative advertising copy. Autos cost up to \$5,000; tires cost up to \$500 a set; and therein lies the different selling problem."

Mr. Singleton's stand is the more interesting in view of the great number of auto tire manufacturers who indulge in the most unadulterated kind of "general publicity" advertising, showing, for the most part, little more than the names of their tires and classic, conventional pictures of the latter, perhaps, borne swiftly along by fleet wings or something of the sort.

The Firestone Company was organized August 1, 1900. Its first energies were directed chiefly toward the manufacture of hoof-pads for horses and solid-rubber tires for carriages. Neither of these products received more than a modicum of advertising, and sales were nothing startling or out of the ordinary.

In 1905, the company first be-

bile tires. The field was ripe for the venture, for the succeeding year's business, done without the aid of advertising, totaled \$750,-

The next year after that, 1906, saw the first advertising of the auto tires. The appropriation was not small; neither was it large. It amounted to \$20,000. But, in spite of the fact that astute advertisers assert that a couple of years or more of steady advertising of such a product as auto tires is necessary before any material results may be expected, the Firestone Tire & Rubber Company's business for 1906 showed an increase of about 33 per cent., totaling a million dollars!



STRAIGHT-FROM-THE-SHOULDER ARGUMENT.

Since then sales have gone on jumping up every year. In 1907, they amounted to \$1,600,000, and, to-day, as has been stated, the company is said to be doing a \$10,-000,000 business, and is claiming to be the largest company of its kind in this country. The old shoe-pad and carriage-tire businesses have long since fallen by the wayside, eclipsed by the newer department of the business.

department of the business.
Following out Mr. Singleton's idea about the relative value of "general publicity" and argumenta-

tive copy for auto tire uses, typical Firestone copy to-day contains a deal of copy, and a considerable amount of minute illustration to supplement the latter. It isn't a case of "Firestone Tires Always Lead," or any general assertion of the kind, so commor with many auto tire advertisers. Instead, 12point, 8-point and even 6-point types are used to present and drive home some business-like talking point. The result is that after Mr. Autoist has taken five



ARGUMENT, WITH THE READER GIVEN A

or ten minutes to read the interesting presentation of a worthwhile Firestone argument, he has a very comprehensive idea of the merits of the product. He is in a very favorable attitude, too, to sign and forward the corner coupon, which is very generally and successfully used in Firestone advertisements.

W. E. Stevens, of the Cross-Morton Agency, Cleveland, handles the Firestone account, and works on it in conjunction with Mr. Singleton. Just at present about twenty media are being used, the list including the following: Life, Review of Reviews, Everybody's, Collier's, Saturday Evening Post, Literary Digest, Outlook, Cosmopolitan, Country Life in America, Harper's Weekly, etc.

A CLEVER WINDOW DISPLAY.

Mr. Stevens has recently worked out a clever window display for dealer use in connection with Firestone Tires. When set up, this display looks exactly like a real Firestone Tire and Demountable Rim sticking half-way through the dealer's show window, as if thrown there by some Hercules. As a matter of fact, the effect is produced by using a light, papier maché tire and rim, made in two parts, half for the street side of the glass and half for inside the dealer's store. These parts are secured to the window and the shattered glass effect is produced realistically. Inasmuch as the tread of this tire bears in relief the words: "Firestone Non-Skid," repeated many times in large, easily readable letters, no sign is necessary to explain this display.

WHAT THE BANKERS REPORTED.

A St. Joseph banker a few weeks ago sent out a series of questions to more than six hundred country bankers throughout the Middle West.

Reports from 251 banks showed that approximately \$18,000,000 had gone out of their districts for the purchase

of land in other states.

Reports from 427 banks showed that \$15,000,000 had been spent for automobiles.

Forty-seven per cent of the banks reported agricultural conditions very good, and the remainder as fair.

At the Twenty-third Street Y. M. C. A., October 12th, the first advertising-class of the season was addressed by Manley M. Gillam. At the second meeting, October 19th, W. C. Freeman, of the New York Mail, spoke on "What the Advertising Field Offers Young Men." The class is the largest this year in its history. year in its history.

"Crop Reports As a Necessity to Business" is the title of a booklet by W. B. Snow, of the Orange-Judd Weeklies Crop Reports Bureau. Already, he saye, transportation interests, Wall street, packers suppose set the study group. The saye in the saye of the saye packers, spinners, etc., study crop re-rorts with great care.

Leavenworth, Kan., is planning to run a "trade train" through the South-west over the Leavenworth & Western Railroad.

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100,000 Physicians Are Prospective Buyers of Automobiles!

50,000 of these, it is estimated, will buy cars during the next six months!

Do you want any of this business?

Is your car adapted to the needs of the physician—in cost, in simplicity, in efficiency?

What would it be worth to you if a leading physician in every community was a satisfied owner of your car?

The short, sure and economical way to share in this business is to use space in the six leading monthly medical journals—"the Big Six," which by their combined circulation will present your arguments to every physician in this country. For rates

> and further data address any or all of the following publications:



Interstate Medical
Journal, St. Louis.
American Journal of
Clinical Medicine,
Chicago.
American Journal of
Surgery, New York.
American Medicine,
New York.
Medical Council, Philadelphia.

Therapeutic Gazette, Detroit, Mich,

MARKETING THROUGH TWO SALES COMPANIES.

KRYPTOK LENSES SOLD IN PECULIAR MANNER—HOW THEY DOVETAIL—THE JOBBER AN IMPORTANT FIGURE—CONTROVERSY BETWEEN TWO COMPANIES OVER METHODS,

Many manufacturers have come to regard the sales corporation as a rather doubtful blessing. Like the dog that wags at one end and growls at the other, it is something that will bear considerable watching. Keeping an eye on the safety valve of one such company is usually quite enough for any manufacturer. What, then, must be the problem presented by handling two concerns?

Two New York firms whose relations to the product they handle are practically those of sales companies, are at the present time putting out a series which for variety, wide distribution and division of the field is worthy of note. The ramifications of the campaign have made their way into hundreds of towns of from three thousand people upwards all over America. Here one finds the newspapers carrying space devoted to the Kryptok Lens for local opticians. Seven weekly and monthly magazines are carrying the half-page adver-tisements of the Kryptok Company; while electros for news-paper use, folders for house-to-house distribution, and a first-class house organ are being put into the hands of the large majority of the graduate opticians in the country by the Kryptok Sales Company.

Though at first glance the similarity of the names here involved may seem like a mere multiplication of titles for the one firm, it develops that the Kryptok Sales Company is a direct affiliation of the Meyrowitz Manufacturing Co, the owner of patents under which a certain improved eyeg ass lens is manufactured. They are following in their advertising the lines which they have proved to be best for their jobber sales. As the entire output of the company is marketed in this way, Mr. Job-

ber is an extremely important person to the Kryptok Sales Company. Particular efforts are put forth through trade papers, the company's house organ and circularization to keep him in close touch with the factory. The consumer advertising engineered by the sales company through hundreds of local dealers and opticians is kept constantly before

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COPY USED IN NATIONAL MEDIUMS.

him as an inducement to push the Kryptok Lens. As this local consumer advertising rebounds first to the advantage of the dealer or optician, he in his turn is continually urged to enlarge his individual field by the use of the electros with which the Sales Company provides him gratis,

The Kryptok Company (without the word Sales) is a subsidiary company composed of a number of manufacturing opticians who are licensed to make the so-called Kryptok Lens under the Meyrowitz Company's patents. From this company emanates the national advertising, an example of which is reproduced on this page. This is entirely an appeal to the consumer and the copy is of a rather technical nature at that, though boiled down to familiar terms.

One of the most natural suppositions regarding such a divided campaign is that the participants will reap the benefit of each other's expenditure. This was, of course, taken into consideration before the first advertisement was published, and, so far as the general renown which must acrue to the lens was concerned, was agreed upon as of equal advantage.

tage to both parties. To keep track of the actual inquiries and sales produced by the advertising an elaborate system of keying was put in operation so that the companies have had little or no difficulty in locating the source of every inquiry.

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In spite of the apparent difficulties the plan, once inaugurated, was found to work extremely well and in six months resulted in a continent-wide distribution and demand for an article which with ordinary advertising been found a very hard one to market under a particular name.

The pros and cons of house-tohouse distribution of circulars or folders have from time to time been thrashed out to the satisfaction of one side or the other of the controversy. Just as a breeze to this smoldering fire it might be added here that Mr. Reid, of the Kryptok Sales Company, asserts that the results from this form of their activities have reached as high as a thousand per cent of their cost.

MAY BE PRELUDE TO FERTILIZER WAR.

The American Agricultural Chemical Company will construct three new fer-Company will construct three new let-rilizer plants during the next year in the heart of the territory covered by the Virginia-Carolina Chemical Com-pany. One of the new plants will be at Savannah, a second at Wilmington, N. C., and a third at Columbia, S. C. Altogether the expenditures for the Altogether the expenditures for the new plants will total in the neighbor-hood of \$1,000,000. The Virginia-Carolina corporation is

The Virginia-Carolina corporation is the larger of the two, but inasmuch as the American Agricultural Chemical Company has a capital of \$135,000,000 and has \$4,000,000 unissued bonds, it is not underrating the ability of its rival to get its share of business in the Southern field. In fertilizer circles generally the well-informed are looking generally the well-informed are looking Southern field. In fertilizer circles generally the well-informed are looking to a trade war of considerable extent. to a trade war of constitueable extent.

The new invasion of the South, therefore, is of direct interest to advertising men, for should hostilities be precipitated, advertising is the most likely selling instrument to be used first by best consensus. both concerns.

The University of Missouri has put the ban upon promiscuous advertising about its campus. Enterprising firms had represented themselves at about every coign of vantage on the grounds. The regents are not minded to ban-ish advertising entirely; they will probably set aside certain official places for the publicity men. An American resident in India has informed an American consul that there is a strong demand in that country for advertising novelties of all kinds. The natives take quickly to the ingenious specialties produced by American exporting houses. It is suggested that they may build up trade.

ROCHESTER

is known as the home of thousands of prosperous, well-to-do Germans. These people are in the market for

AUTOMOBILES

Place the advantages of your machines before them in the columns of their favorite newspaper, the

Daily Abendpost

(Consolidated German Dailies of Rochester) 34.2% of Rochester's Population is German.

American Motorist



CIRCULATION STATEMENT

....142,000

1910 ...

31,500 Circulation Books and Office Records Open for Inspection

The AMERICAN AUTOMOBILE AS-SOCIATION undertook the publication Ine AMERICAN AUTOMOBILE AS-SOCIATION undertook the publication of the AMERICAN MOTORIST only after consultation with many American manufacturers, and then with their as-sured hearty co-operation. Its value to the industry in furnishing the user with accurate information as to roads, with accurate information as to roads, touring routes, laws and contests, has been quickly appreciated. It, too, supplies a sure opportunity of reaching the actual motoring public with proper publicity. A limited amount of advertising, both as a means of revenue and to form the content of t to furnish members with a guide to cars and accessories, will be accepted.

Advertising Rates Upon Application PUBLISHED MONTHLY BY

AUTOMOBILE CIATION PUBLISHING COMPANY

LEWIS R. SPEARE A. G. BATCHELDER President Vice-President H. A. BONNELL R. F. KELSEY 437 Fifth Avenue, New York

ADVERTISING ART'S INFLU-ENCE ON NATIONAL DRESS.

HOW THE WORK OF ARTISTS ILLUS-TRATING WEARING APPAREL HAS MADE US A SPICK AND SPAN NA-TION-ADDRESS BEFORE THE ADVER-TISING ART EXHIBIT, NEW YORK. OCTOBER 1Q.

By Leon Dabo.

Nobody returning from European places fails to note the spickand- spanness of American people as compared with people abroad. The bill-clerk as well as his boss is clean shaven and trim-his hair freshly cut, his linen clean, his clothes well-fitting and newly pressed, and his entire appearance

nattv.

There is a psychology and a reason behind all this. Without any doubt the advertising artist is responsible for most of it. Who but the advertising artist does it, and where but in America are there such daily presentations of ideal figures of men and women, all neatly dressed? Is there any opportunity for the average human being not to take on the re-flection of the advertising artist's ideal? Daily in newspapers, monthly in magazines, and constantly in shops, booklets and folders are these ideals of the artist kept before the public by advertisers of collars, clothes, shoes, etc.

And I believe in it all, too. Except for the abominable fashion drawings of the cheaper variety, they are real art and not exaggerated. They look like real people of an ideal type (most of them) and they give young men with ability an opportunity to make a good living while doing work of a high type. Some of the drawings for advertisers are astoundingly good, and effective, too, for

business purposes.

The educational work of the advertising artist is very consider-Beauty is an educational thing wherever it appears, and I am greatly pleased to see that so many American firms nowadays have the good sense to utilize the attractive power of good art of the highest type. To make something artistic need never mean making it less useful; and an advertiser can always depend on it that if he uses art of the best kind he is simply choosing the method most likely to win attention and favor. It does not take great intelligence or critical ability to appreciate such work-the ordinary lay mind will quickly and instinctively be won by it.

Advertising art is not only readjusting the personal appearance of the people, but refurnishing their homes and their ideas-in addition to affording a fine school

for talent.

MUNSEY NEWSPAPERS START TRADE AID WORK.

TRADE AID WORK.

The Munsey Newspaper Syndicate has recently added a new department to its advertising service. This is known as the Trade Aid Department and is calculated to bring the manufacturer and retailer into closer touch. It has been discovered time and time again, that the reason for unsatisfactory results from the advertising done in the newspapers of the syndicate has been poor distribution on the part of the manufacturer. To offset this the Münsey Syndicate now agrees through its new department to submit a full report of the trade conditions of any given market where their papers circulate. This report will include an exact account of the distribution already established and the rival lines in the field. It will sound the trade interested and inform the manufacturer what he will have to go up against in selling in that particular market.

The initial operations of the department have been extremely successful, orders actually having been booked before any of the proposed advertising had appeared.

had appeared.

PROMISING BUSINESS FOR SALE CHEAP

Pennsylvania skin specialist perfected a actentific three-remedy, systemic complexion treatment, consisting of two lablets and a cream, that he used for eight years in private practice with gratifying results. He started a little ad-vertising but ran into medical ethics. I was so impressed with the high merit of the treatment and the results that I secured control of the rights. I don't know of a sure way of making a fortune out of the business in a few months, but I believe there are excellent possibilities in it for nome one who has more time and money than I can spare. No other treatment of such real merit on the market; is should have a very broad sale. Attractive name has been trade-market; all details of pra-paring and packing goods worked up; strong bookiet, follow-up literature and advertisements ready. If you have push and a listle capital write

S. ROLAND HALL, Principal, I.C.S. School of Advertising, Scranton, Pa

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Whom Are You Working for?

Mr. S. S. McClure, in his introduction to that noteworthy series, "The Masters of Capital in America," now running in McClure's Magazine, says:

"We are fast becoming a nation of employes."

There is still time, however, for a good, live manufacturer to advertise his own business in McClure's Magazine and thus increase the sale of his goods without consulting any masters of capital. Just consult

CURTIS P. BRADY, Advertising Manager



McClure's Magazine

44 East 23d Street, New York

The COLLEGE WORLD

A new, original, vital magazine
—everything interesting from
Academics to Athletics, Stories,
Pictures, etc.

Read by Student and Alumnus.

A Big Opportunity for All Advertisers

It goes to men who spend and who will stand by you.

Put College World on your appropriation.

Have a rate card.

Have a copy and details.

=For same send to=

COLLEGE WORLD CO.

1 Madison Avenue, Metropolitan New York

THE POST-CARD IN SELL-ING CAMPAIGNS.

INTERESTING METHODS OF GETTING VALUE OUT OF THIS POPULAR MEDIUM—BUSH TERMINAL'S POST-CARD BATTERY—MELLIN'S FOOD, NATIONAL LEAD CO., BOBBS-MERRILL CO., KEISER-BARATHEA CRAVATS, ETC., MAKE PRACTICAL USE OF POST-CARDS.

By Kirke S. Pickett.

Having run wild for several years as an advertising Jack-of-all-Trades, the co'ored picture post-card is finding itself at last assigned in some campaigns to a special purpose. For a long time it has been a privileged trespasser upon the fields reserved for form letters, for periodical advertising or any other recognized branch of advertising effort. Having been thrown at the public in masses in this hit-or-miss fashion, the post-card's real strength has only recently come to be demonstrated.

In the Bush Terminal campaign the post-card has been put into rigorous training and is being used with a sensible regard for its relations to the other methods of promotion that are also working. Its manner of use here is a demonstration that it can be made to forget its wild oats past and be put to work that requires matured qualities.

The Bush Terminal newspaper advertising brings many inquiries that must be carefully attended to. The least show of interest from a manufacturer who is looking for better storage or shipping facilities may conceivably be so developed that a sale will result. A sale in this instance means the transfer of a sizable sum of money.

The advertising manager, therefore, schemed a system of follow-up supposed to meet the particular needs of this campaign. First came a carefully prepared letter, written with an eye to the special business of the inquirer. Then came a booklet, and third a picture post-card in colors. If this

trio did not bring symptoms of keener interest from the inquirer another series of three—letter, booklet and post-card, different from the first series—was mailed him at intervals of five days. This was repeated in rotation, over and over, until such time that the prospect asked further questions or was dropped as no longer worth while.

Thus every fifteen days a man who asks the Bush Terminal Company about its storage resources finds in his mail an attractive colored card. Each card carries its own picture of some part of the Bush Terminal company's buildings or wharves. On the front of the card, in the space reserved for the correspondence, is a printed argument backing up the picture on the reverse side. For instance, there is a card which shows in colors "some of



EXAMPLES OF POST-CARDS USED FOR "GENERAL PUBLICITY."

the model loft buildings, Bush Terminal." The printed message on the front of the card, alongside the address, is as follows:

Our model loft buildings contain 300,000 square feet of floor space. We can give you 58,000 square feet on one floor or any sized space you may require. The buildings are built of reinforced concrete. The freight car comes to the door.

A special picture is thus reinforced by a special argument. Evidence was straightway evident that the cards were doing an extremely valuable part in bringing a prospect "across." Indeed, some of the men who later became customers took occasion to comment upon the post-cards and

the interest of the argument which they advanced serially.

In order to determine in some degree the attention compelling power of the cards, the advertising manager slipped a "key" post-card into the series. This was sent out under a one-cent stamp with nothing to inform the recipient of the sender. The back of the card carried this cryptic message: "Call 3682 Broad and ask for Mr. Cholmondley. He can save you \$20,000 and he wants to tell you how." Nothing else. It was a curiosity provoker. Ten to







CARDS USED FOR A SPECIAL PURPOSE.

one the man who received this brown-tinted post-card had no Mr. Cholmondley among his acquaintances, and he could not be expected to know whose the telephone number was. A surprisingly large number of people have called up and asked for "Mr. Cholmondley." The matter has been arranged with the telephone

operator upon the company's switchboard and she has put the plug into the 'phone of Mr. Ayers, the advertising manager. Mr. Ayers explains away the mythical Cholmondley and then pours into the ear of the man at the other end of the wire the story of the Bush Terminal proposition.

It is stated that the Mellin's Food Company of Boston produced so attractive a picture postcard, advertising its baby food, that it defeated its purpose. The card was enclosed in a letter to an inquirer. It was addressed to the company and on a coupon upon the reverse side had been left space for the name of the woman who might ask for a sample bottle. Investigation proved that the card was so well executed and had such appealing qualities that women were keeping it for their scrap-books or giving it to their children who were collecting post-cards.

The Mellin's post-card is being used with definite aim. The colored picture shows a small reproduction of the baby cut-out, of the booklet on the "Care and Feeding of Infants," and of the bottle. It thus concretely places before a woman the attractive qualities of other developmental factors in this promotion campaign. If she sends back the coupon in the lower right-hand corner of the card she is sure to anticipate the arrival of the booklet, the sample and the cut-out. And a lively anticipation means orders in a fair proportion of the

publishers, have found a telling use for the post-card. When they published "A Splendid Hazard," for instance, by Harold MacGrath, they made a second set of smaller color plates and transferred the picture of the heroine from the frontispiece to a mailing card. She was of the variety known colloquially as a "peach." With her on the card was put a sketch of the story. These cards were sent by the thousand to booksellers, who distributed them

over the counters or mailed them to select lists of customers. When

The Bobbs-Merrill Company,

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Makers of Motor Trucks Here Are Your Customers

Men who control the transportation policies of thousands of leading factories and mercantile establishments.

We have known for years that a large number of our subscribers were business and industrial leaders. But the census just completed in five typical cities shows the extraordinary distribution of:

RATED MANUFACTURERS AND MERCHANTS

Dallas .			36.2%
Buffalo .			23.7%
Kansas City			32.9%
Hartford			26.2%
Bridgeport			35.4%

An Average of 30.8% among Manufacturers and Merchants in the above five cities

The detailed and complete figures are just off the press in printed form. Let us show them to you. They are the most complete analysis of a magazine's circulation you have ever seen.

Circulation 235,000 Weekly

The Literary Digest

Biggest Gain in Automobile Advertising

The Brooklyn Daily Eagle

For the first nine months of 1910 carried 228,597 lines of automobile advertising as against 85,580 lines in 1909—a gain of

145,017 Lines

Brooklyn and Long Island with over Two million population is the Brooklyn Eagle's home field.

EVENING WISCONSIN

MILWAUKEE'S LEADING HOME PAPER

Has the largest HOME Circulation of any Milwaukee Newspaper. Its advertisers tell us they can trace absolute, direct results. Ask any of the leading merchants in Milwaukee, and they will tell you "It is the BEST paper in Milwaukee, and we spend MORE MONEY with them for advertising than with any other paper."

with any other paper."

If you only intend to use "one" paper in Milwaukee, the Evening Wisconsin is THE one to select.

Rigid examination of circulation completed by the American Association of Advertisers, Oct. 8, 1910.

JOHN W. CAMPSIE Business Manager

CHAS. H. EDDY,
Foreign Representative.
New York Office, 1 Madison
Avenue.

Chicago Office, 150 Michigan Avenue (Robert J. Virtue, Mgr.) requested the publishers would print the bookseller's name upon the cards. The latter could then see quite plainly their way to mailing to bookbuyers about town.

It was discovered that this species of book advertising was more lasting than was anticipated. People had little heart for throwing away such a stunning picture. Many gave the heroine (and the







THE TOP AND BOTTOM CARDS ARE PART OF A SERIES.

book announcement) a ready place upon the wall or chiffonier. At the very least she was as attractive as the cut-out figures from magazine covers. It is interesting to note that the name of the publishers did not appear anywhere on these cards.

The manufacturers of the Keiser-Barathea cravats are also working through dealers with a post-card. A sending and a return card are mailed together. The return section is addressed to the name of a local dealer. One

who needs a cravat to match some peculiar shade of sox or shirt finds it easy to order after examining the blocks of colors upon one card and then checking them against a list upon the other card. The cards are printed so attractively by the four-color process that a man is tempted by the bright array just to check the hue he likes, sign his name to a space below the table and drop the return section into the mail-box. The expense is negligible—two cents for stamps—and the effects of stimulating the demand for crayats have been marked.

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It was a foregone conclusion that the "Dutch Boy Painter" would be selected to grace the colored cards used in the campaign of the National Lead Company. This busy youngster appears upon the cover of the company's house-organ, issued seven or eight times a year.

Through the branch offices the post-card reproductions of the cover are distributed to dealers and thence to consumers of white lead paints. Each card carries at the bottom of the picture some terse remark about white lead paints. The color printing has been painstakingly executed with the result that the customer is apt to appreciate the post-card Dutch Boy.

Much of the mailing list of the Winchester Arms Company has been worked out with a colored post-card, mailed as a solicitor for a second piece of advertising matter—a poster. The poster is deemed too valuable to be wasted upon undesirables. Prospects are therefore queried as to whether they would like the lithograph.

The Hardwick & Magee Company, rugs and carpets, of Philadelphia, kill two birds with one stone. A series of cards picture in natural colors the ornate interiors where rugs and carpets are draped. A good ad by itself, if mailed to a proper list. But in the upper left-hand corner appears the face of a traveling salesman. Thus the card may be used as an announcement that a representative will soon call.

30 cols.

The November Woman's Home Companion contained 30 columns more advertising than November last year.

HANDLING THE ADVERTIS-ING ARTIST.

HOW TO GET THE MOST PRACTICAL ASSISTANCE FROM HIM—CO-OPERATING ON THE GENERAL PLAN OF THE AD—SAMPLES OF LAYOUTS WHICH SHOW INTELLIGENT CO-OPERATION.

By Albert P. Timoney.

Getting satisfactory illustrations is one of the hardest problems that confronts the advertising manager. A celebrated artist, who has done very effective work for other advertisers, may be called in, and yet the work he produces for you may be a distinct disappointment. Getting good artists does not insure getting good illustrations. The vital part of the problem lies in the way the artist is handled, and the nature of the work required is explained to him.

The advertising manager who thinks that all he has to do is to call up some well-known illustrator on the telephone and order him to get up an illustration of "two pretty women in furs," or "a crowd of college men at a football game," soon finds himself in trouble. The illustrations may be beautiful and artistic, but they somehow do not seem to "fit." Then he discovers first one little thing and then another about them, which do not harmonize with his text, and which he should have warned the artist to avoid.

with his text, and which he should have warned the artist to avoid. If you would have the most satisfactory results in securing illustrations keep in mind that the advertising artist needs all the help you can give him. The more he knows about the nature of the advertisement, the substance of the text, and what the finished ad will be like, the more satisfactory his work will be. Remember that he is first an artist, and only incidentally an advertising artist. In fact, the better artist he is, the more he needs your guidance regarding the advertising viewpoint of his work. The artist who thinks too much of the advertising features is hampered and liable to produce mechanical work.

Even when you give an artist all the assistance possible you may find that his work has to be corrected once or twice before the result is entirely satisfactory. To order a picture from an artist without giving him any idea as to how it will be used, and what it is for, is to trust to blind luck and to court end'ess trouble. It is of the greatest importance that the artist should know the exact space that the drawing will oc-



SUGGESTIVE LAYOUT FOR THE ARTIST. (See finished drawing on page 102.)

cupy in the finished advertisement; that is, the size and shape of the space. Then a good artist will use this space to the very best advantage, arranging his figures, the advertised article, the scene, etc., to get the best effect in that space. For this reason the artist should be furnished with a rough layout of the entire ad as you plan it.

Make this layout the exact size of the magazine page or newspaper space that the ad is to occupy. On this layout indicate as closely as you can the space and shape that the illustration will take up. The more carefully you can make this layout, the more you will help the artist to give the result you are after.

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The Family is the Large Buyer

There are some things that individuals will purchase for themselves though they be homeless, but those who make a home will not only supply their individual needs but in addition will purchase all that makes home and family life delightful.

It costs an advertiser no more to reach a

family than to reach an individual.

The Youth's Companion

circulation has a quality and a unique power because it is strictly an all-family-subscription circulation.

The Thanksgiving Number (November 24) and the Christmas Number (December 15) will each reach 600,000 families.

PERRY-MASON COMPANY

Publishers, Boston, Mass.

New York Office 910 Flatiron Building Chicago Office 150 Michigan Boulevard When you call in the artist give him this layout. Explain to him as fully as you can the kind of illustration you want. If it is to be a drawing of people, tell him the sex, age, and type of peo-ple you want. Tell him the kind of clothing you want them of clothing you want ing you have in mind and the action of the different figures. Ask him if he can suggest a better arrangement. This is of vital importance. While some advertising managers leave too much to the artist, others leave too little. A good artist will very often suggest a better arrangement for the illustration than the one you have in mind. But ask him for it at the beginning, when you are showing him your layout and ordering the drawing from him. Then, if his suggestion is better than your idea, tell him to go ahead with his. The beauty of this plan is that you know just what the artist is going to draw for you before he does it. You don't find out only when you see the finished drawing, and then realize it is not what you want.

Whether the illustration be figures, the interior of a house, an outdoor scene, or the reproduction of your goods, the arrangement of the illustration should be clearly understood between you and the artist before he starts to

work.

Your layout should not only show the artist just where the illustration is going, but also where the text is going, and where the display lines will be placed. This will help him to balance his illustration, so that when the text and drawing come together in the finished ad, the entire effect will be harmonious.

When your layout is thoroughly understood by the artist, tell him to put it in his pocket, take it back to his studio and work with it in front of him—and bring it back to you with the finished drawing or full-size sketch, in order that you may judge how closely he has followed your instructions.

It is by far the best plan to have the artist submit a full-size

pencil sketch before going ahead with the finished drawing. This gives you an opportunity to have the sketch-changed, and changed again, until it is exactly as you want it. Then you can order the finished illustration with the knowledge that you have reduced the risk of its being unsatisfactory down to a minimum.



FINISHED PRODUCT FROM ROUGH DRAWING.

In many cases it is impractical to have a sketch submitted for O.K., and the finished illustra-tion has to be made from your rough layout. When this is necessary, the cleanness of the layout and the artist's understanding of it are so much more important. The time for changes is in the layout or in the sketch-not in the finished drawing. Changes made on finished illustrations are expensive and rarely satisfactory. Furthermore, they can nearly always be avoided by taking a little care with the layout and the artist's sketch.

Having explained and given your layout to the artist, also give him a general idea of the text and the object of the ad. "Every little bit helps."

We reproduce in this article a

MoToR

carries more automobile advertising, issue for issue, than any other publication of any kind in the world

because

his red ou he he ed

> MoToR reaches not only the whole automobile trade, but more motor-car owners and prospective owners than any other motoring publication.

> Is not that reason enough for you?



381 Fourth Avenue NEW YORK CITY

Dictaphone ad, and show how a rough layout of this ad should be prepared for the artist. Say that we call the artist in and show him this layout. We point out to him that we want the whole border of the ad to be the outline of a desk; that we want the Dictaphone shown on the right side of the desk, and we want a man seated at the desk talking into the Dictaphone and looking at a letter he is holding in his other hand. Then we describe the kind of man we want. Not a boy, not a dude, not a sport, but a typical middle-aged business man, in a business suit.

We show the artist how we have indicated the panels of the desk at the top and that the head-lines will go just below. Then we show him that he is to draw the lines where the desk top joins the desk proper; these lines being just below the headlines of the ad. Next we show him how the text will be set as if down the side of the desk. We do not explain the text to him—there is no need for it in this case; but we do tell him how the Dictaphone is operated in order that he will get the right action in his figure of the man.

We show him how the speaking



WHERE LAYOUT WAS A NECESSITY TO THE

tube can be held to the mouth with the left hand while the eyes can read a letter held in the right hand. Then we give the artist the layout and tell him to go ahead with the sketch. When he shows us the sketch we have only a few slight changes to make (expression of the face etc.), and

the finished ad appears as you see it, a good striking ad, in which the illustration tells an interesting story to the beholder before he reads the text.

By handling advertising artists in the right way you can get not only better results, but also save considerable in the cost of your illustrations. Because in this way you can obtain satisfactory results from low-priced artists, whereas if you don't help the artist, you will be disappointed with the work of the highest-priced illustrators.

You can always tell an advertising illustration where the artist has been given intelligent assistance, because the illustration always harmonizes with the ad.

We reproduce an advertisement of the New York Central Rail-road, as an instance of this. Here is a lakeside scene where the figures are grouped so as to economize space and at the same time give a pleasing effect. The artist could not possibly have brought about this good result if he had not known the exact shape of the space the illustration was to occurry.

Remember to work with the advertising artist—to help him in every way you can. He cannot possibly know all the points about your product which you know. He has to have your assistance if he is to do his best work. Help him, and you will save yourself much disappointment and worry, and save the firm considerable money, represented by useless drawings, needless revisions and ineffective ads.

PERRY SUDDENLY RESIGNS FROM GIMBEL BROS.

Geo. H. Perry, who has been advertising manager for Gimbel Bros.' New York store since its opening a few weeks ago, resigned the position on October 19th. Mr. Perry states to Pennyres? Ink that the resignation was tendered and accepted in a spirit personally friendly and with regret on both sides that it appeared to be the only solution of a difficult and unfortunate situation due to lack of compatibility, understanding and co-operation between Mr. Perry and one of the members of the firm.

French Canadians As Automobile Buyers

The number of automobile users in Montreal and Quebec Province is increasing tremendously. But with three-quarters of this field French Canadians, the futility of trying to cover the territory without the use of La Patrie is apparent.

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e e La Patrie reaches the best class of French Canadians — automobile buyers. It is the supreme medium for automobile advertising.

La Patrie gives more automobile news, and carries more automobile advertising than any other French paper in Canada. Are You
Selling
Your
Automobiles
In
Canada?

Na Patrie

(of Montreal, Quebec)

is the French paper with the quantity and quality.

AUTOMOBILE ADVERTIS-ING IN BRITAIN.

MOSTLY HANDLED BY SPECIALIST AGENCIES—WHAT SELLS CARS TO JOHN BULL—AMERICAN CARS IN BRITAIN.

Special Correspondence.

CLUN HOUSE, LONDON, ENG. The automobile, or, as we call it, the motor-car, industry has been the subject of a large quantity of advertising in this country. The press has been a good friend to the motor-car, and it has been influenced by the liberal use made of public advertising in favor of particular cars. A new idea like the horseless carriage had to be advertised to the public; but the advertising of automobilism as au-tomobilism has been done in free news articles. No motor-car company has spent very much money in the press in ourely educative Each company adadvertising. vertises its own cars.

The press has always been hospitable to these articles; I do not think there has been very much press agency work in the American sense done here. The public is interested enough in motoring to make it worth while for newspapers to publish motoring news without pressure. One great authority on motor cars and on motor-car advertising—Mr. S. F. Edge—has said that if anything, cars get too much free advertising. I do not know that this opinion has been publicly adhered to by any one else interested.

AGENCY WORK.

A very small proportion of automobile advertising is handled by the general advertising agencies here. The bulk of it is concentrated in the hands of one or two advertising agents who specialize in this branch. Much the most influential and successful of these specialists is Mr. A. J. Wilson (A. J. Wilson & Co., Ltd.), whose firm places the advertising for most of the large manufacturing companies. Mr. Wilson went into the advertising business originally in connection with bicycles.

He was a speedy rider of the tricycle years ago, and I very well remember that he used to write articles in the cycling papers expaining that the tricycle was a better mount that the bicycle. Something like twenty-five years ago I saw him come in second in a race which was won by my friend, Mr. Frank Shorland, on a front steering bicycle of the type that used to be called a "geared ordinary."

Like many other prominent riders, Mr. Wilson, when he retired from the track, went into the cycle business, and he was the first advertising agent to specialize in this product. His authority on any question of bicycle advertising was pre-eminent; and when the automobile came along, he stepped, by a natural transition, into a similar position of authori-

ty there.

Mr. Wilson has been good enough to supply most of the information which follows. Asked whether advertising had been the means of extending the use of pleasure and of business cars, Mr. Wilson said that it had done so only indirectly. The desire to carry motor-car advertising stimulated the press to give prominence to automobile topics. This has undoubtedly extended the use of pleasure cars. Commercial automobiles-delivery vans, etc., have grown in popularity through the example set by early users of these vehicles, and the commercial car would stand more advertising and better advertising than it is getting.

Asked whether American-made cars, were much sold here, Mr. Wilson said that two of them—the Cadillac and the White Steam Car—practically had the field to themselves. The Overland Car, he says, has recently met with a favorable reception, and the Mitche'll Car is being pushed. Both the White Steam Car and the Cadillac have been well advertised, both in the press and by demonstrations on the road. The other two have only recently been introduced, and have not seriously got down to business.

Mr. Wilson does not speak very

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The edition of Motor Print

for October was 34,300 The edition for November is 35,100

MOTOR PRINT accepts advertising with a guarantee that it has a larger proven paid (voluntary) circulation than any similar American publication. Advertising will be published free if examination proves otherwise. Write it in your contract.

Before deciding your advertising campaign consider the following facts:

The circulation is guaranteed 30,000 minimum

Has a paid-in-advance subscription of 85 per cent.

Actual monthly average for past six months 34,009

Renewal subscriptions over 60 per cent.

It has no competition

There is no other publication like it

In a class by itself

OPEN BOOKS

The Circulation Departments may be examined by any person or persons without notice or the assignment of any reason for so doing

THE MOTOR PRINT COMPANY

New York 1777 Broadway Philadelphia 418-20 Sansom St. encouragingly of this market as an opportunity for American cars. He says that there are enough factories here to supply all the demand that there is going to be for a good while, and although a car of outstanding merit would sell wherever made, neither advertising nor anything else would sell a car that does not "make good." Any American car would have to fight prejudice. In early days, American cars were brought over here which did good work at the start, but speedily broke down and failed to give satisfaction. Nothing but the very best workmanship and stability will keep a car alive in this country.

WHAT SELLS CARS.

The selling points of a motorcar are reputation for trustworthiness in performance, and quality known as being "fool-proof," and (especially with ladies and beginners), comfortable and elegant coach work. Speed is a very important point, and low gasoline consumption has been made a point of by some motor-car companies, particularly the Argyll. Newspaper advertising and booklets sell cars.

TECHNICAL JOURNALS.

There are a number of class papers devoted to the automobile industry. Mitchell's Newspaper Press Directory for 1910 gives the following list:

The Autocar, The Automobile Owner, The Automotor Journal, The Car, The Motor-Car Journal, The Motor-Cycle, Motor Cycling, Motor News, The Motorist's Gazette, The Journal of the Royal Automobile Club.

These are read by buyers and users of cars. The Commercial Motor is a journal devoted to the branch of the industry which its name indicates, and there are a number of trade publications, including

The Automobile and Carriage Builders' Journal, The Motor Accessories Gazette, The Motor Trader and Motor Traction.

There is also a weekly called *The Motor Boat*, which is concerned with this growing branch of the business. Mr. Wilson spoke in high terms of the class publications, and says that the class pa-

pers sell cars more cheaply than general newspapers, not only because of the direct sales which they make, but because of the influence which they exert over readers, who, being expert motorists, are consulted by their friends.

Until recently, a good deal used to be done in the way of cups, prizes, competitions and so forth. Practically every car of any standing has some sort of competition to its credit-a speed competition. hill-climbing competition, reliability race, non-stop race, or some-thing of that sort—but Mr. Wilson emitted the opinion that prizes for competitions are done with in this country. As in other industries, there have been cases where poor cars have gained temporary demand through advertising, but again, as in other industries, poor quality has always put the goods out of business. Mr. Wilson said that it was practically impossible to hold any trade in a car that was not, for its price, a first-class product. There is a large class of buyers for the cheapest trustworthy car, but the real backbone of the business is with people who will pay for better quality.

It would be interesting to be

able to offer some estimate of the total expenditure on automobile advertising in this country. any one could compute the figure it would be Mr. Wilson, but al-though pressed, he said that he would not like to hazard even the vaguest estimate. Speaking from his own observation, he considers that British manufacturers spend a smaller percentage of their turnover on advertising than American. The difficulty in arriving at any sort of figure is due to the fact that no automobile manufacturer will reveal details of his expenditure, even for the information of shareholders in his own business. It is thought that to allow the extent of the advertising account to become known would furnish undesirable information to competitors. This is the characteristic British attitude toward everything, and the greatest of all obstacles to advertising journalism in this country.

THOMAS RUSSELL.

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The Best Time

The most wholesome, plenteous Holiday and Christmas celebrations are in prosperous farm homes.

The best read periodical by the best farmers is Farm and Fireside.

The November 25th issue will be welcomed in 450,000 prosperous farm homes at just the right time to influence purchases of things advertised in it.

The forms close November 1st.

The Christmas Number will arrive December 10th in 450,000 prosperous farm homes when many are at the deciding stage of purchasing. They ought to see your advertisement the last thing before giving their order.

The forms close November 15th.

FARMAND FIRESIDE

THE NATIONAL FARM PAPER

Springfield, Ohio

11 East 24th Street
NEW YORK
Advertising Department Offices Tribune Building
CHICAGO

WHY DOESN'T MORE AUTO COPY TALK MY

LANGUAGE?

TECHNICALITIES AND RACING TESTS OF NO LAY INTEREST QUESTIONED AS SELLING TALK-THE THINGS THAT DO INTEREST THE AVERAGE MAN.

By F. L. Brittain.

[EDITORIAL NOTE.—At the recent Advertising Affiliation meeting at Rochester, a Buffalo physician rose to ask questions very similar to these. In reply, E. R. Thomas, of the Thomas Motor Car Company, exclaimed, "Great Heavens, have I wasted all my money in Buffalo advertising?" The Buffalo physician then outlined his inability to find anything that meant much to him in auto advertising, much along the in auto advertising, much along the line of thought of this article; proving that there is a general feeling that auto advertising is too self-conscious, technical and shot beyond the average man's ken.]

I have never bought or sold an automobile. But I have been trying to buy one through the advertising pages of the magazines and

newspapers.

I see where one machine ran a hundred miles in eighty minutes, establishing thereby "superiority over all others." In another advertisement I see minutely described all the intricate mechanism of an automobile, each part being superior to that of any other make-the whole forming a wonderful machine.

In another advertisement I read that the Hikenbike is the only machine worth while, having established full and complete superiority through "climbing a hill" and doing a straightaway in record time. No other car is able to accomplish such a feat in the

time given.

Another car proves its superiority in a ten days' run. It "checks up" at "control stations" here and there in perfect time. The cars reach the end of the run but no awards can be made until experts have examined them. Then the car which came in fifth, five hours behind the first car, is acclaimed the winner for it has lost only one fender, a torchlight, three bolts and has a leaky water valve. This is the machine I am told to buy for it has beyond doubt established its superiority over all other cars.

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I do not wish to ride one hundred miles in eighty minutes. I have no intention of trying an eight or ten days' drive to see if my car would weather such a trip, I am not familiar enough with machinery and intricate mechanism problems to be sold through a description of the interior workings of a car. It bumfuzzles me. and besides the next advertisement says it's all wrong-that the parts I have just read are all faulty, dangerous and "these" are the kind. Then follows proof in the way of words that the workings of all other cars are inferior to the one now being lauded.

Now I might find out from the "man who owns one"; I have been asked to do so by an advertisement. My particular acquaintances do not happen to own one of these particular cars. But those who own cars of other makes are mostly all of the opinion they would change to another make if they shou!d buy again. To me this is perfectly logicalthe desire to prove for one's self which car is best adapted to his

I read other automobile advertisements and find them a eulogy of some man whom I have never heard of. He tells me what he has done for the automobile industry and for himself. But I learn nothing save a lesson in how not to advertise an auto-

mobile.

I think the best automobile advertisement I have found was told me by a friend. Out in his little four-passenger Ford I said, "I want to go to an auto school before I buy—I want to learn all about the automobile and its workings," and he replied, "Hell! You want to learn to leave 'em alone instead of how to tamper with 'em."

This man told me how his car was a good investment-that it gave him a standing in his neighborhood and prestige in his business. He said: "This machine brought health and rosy cheeks and bright eyes to my invalid wife-she drives wherever she

wills, lives in the open, and has saved in doctor bills and medicine its cost. For myself it is a tonic and my greatest pleasure." And then he told me how little it costs to keep up, its saving in street-car fares, time, and dozens of things I particularly wished to

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I said to my friend: "I want to know how to take the engine out, clean it and make it run when it balks." He said: "Keep it oiled—an engine eats dirt and dust just as it eats oil. Give it plenty of oil and it will keep itself clean." Now I don't wish to know anything about an engine; my friend convinced me when an engine became so ill as to need a "doctor" it needed a real machinist. I wonder if a few things like that in an automobile ad would help to make more sales?

Races and hill-climbing contests are no doubt great things for automobile manufacturers, for it shows them where to strengthen, what to eliminate, what to add. I was confounded when I read in an advertisement: "Our automobiles have 1,800 fewer parts than another." That is more by about 1,500 parts than I thought my automobile possessed. I am quite sure now I wish to have nothing to do with a car's mechanism—I'm a joy rider pure and simple.

The time is now come for automobiles to be advertised as a necessity to one's health and comfort, and the pleasure which they give. The automobile is a necessity—the world was ready for it and embraced it when it came or else it could never have made such wonderful headway.

AMEND CHARTER TO ADVERTISE CITY.

The petition of the Macon, Ga., Chamber of Commerce, asking the city council to appropriate \$2,500 for the purpose of aiding in the work of advertising Macon, her advantages and resignees, has been refused on the ground that the city is not permitted by its charter to appropriate money to an organization. The business men, nothing daunted, adopted a resolution requesting the members of the legislature to amend the city charter so as to create a publicity department for the city.

BUCKEYE PROOFS



The best way to prove the superiority and economy of BUCKEYE COVER to your own satisfaction, is to have your printer submit a "Buckeye" dummy for your next Booklet, Catalog, Folder, Circular, or House Organ.

Such a test will convince you, as it has already convinced thousands of other progressive advertisers, that BUCKEYE COVER represents a distinct opportunity to increase the effectiveness of your advertising without increasing its cost.

BUCKEYE COVER is best-for-thepurposes where Trade Literature is concerned because it is made for the purpose and It combines the maximum of toughness and durability with the minimum of weight, folds without cracking, enhances the beauty of printed designs, and is an incomparable embossing medium.

Each of the fifteen colors is made in two sizes, three finishes and three weights, making it easy to select stock that will be perfectly adapted to the requirements of your work.

Sample book or sample sheets for dummies will be forwarded direct from Mill on request.

If you are not receiving the Buckeys. Monthly Announcements, write us today on your business letterhead, and let us enter your "subscription." The rate is nothing per year; the benefits many and varied.

The Beckett Paper Co. MAKERS OF GOOD PAPER in Hamilton, Ohio, since 1848

Buckeye Cover is carried by representative jobbers in all principal cities.

PRINTERS' INK.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Mana-ger, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AUERBACH, Mgr. St. Louis Office: Third National Bank Building. A. D. McKinney, Manager, Tel. Main 1151. Canadian Offices: 110 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. Gibbons, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor. J. GEORGE FREDERICK, Managing Editor.

New York, Oct. 27, 1910.

Straightening Out a Great Industry

When a boy shoots up faster than his body can provide the proper materials for bone-making, he

isn't well. His internal condition is at sixes and sevens. Some things are over-developed and some under-developed. It takes a little time to fill out and re-

adjust.

The auto business is a little like an overgrown youth at presentthe stature of a man, but without its coordination and harmonious development. It struck such a smooth and swift road to growth that it accumulated a greater momentum than it could manage or the public could stand for.

Now at last the same solid principles of marketing must be followed, or disaster will come quickly. The gambling margin is narrowed down and almost wiped out. The responsibility of adulthood now arrives for the automobile industry like a coming of age, and those concerns which can pass into this sphere of responsibility and therefore greater conservatism, may be sure that the wild oats of past days-the days

of rabid press agentism, lavish racing expenditure, fat profits and deciding whom you will deign to sell to, rather than who will deign to buy of you—are irretrievably past. They are the "days of '49" of the auto industry-an El Dorado gone forever.

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An automobile is now a staple. The glamour of it has been supplanted by reasonable appreciation of it and its cost, and it is taking its rightful place in pleas-

ure and business.

No one closely familiar with real conditions in the auto business endeavors to laugh off the present situation. It is serious and fundamental, but the concerns which have solidly established prestige and long-standing public good will are entirely safe and are feeling no alarm.

There will be better advertising and more of it when the camp followers and promoters get out of the field, and the industry rights itself, as it is now fast doing.

Volume of Every now and PRINTERS' then Business INK is called upon to make a Appropriation general blanket statement regarding some question involving widely differentiating factors.

For instance, the following letter:

OLD DUTCH MARKET Washington, Oct. 11, 1910. PRINTERS' INK: Editor PRINTERS'

Editor PRINTERS INK:
Can you furnish us with some information on the question of relation between volume of business and
appropriation for publicity? Are we
correct in assuming that there is a defined ratio between these two? Any light that you can throw on this subject for us will be appreciated

very much by OLD DUTCH MARKET.

If PRINTERS' INK should mention the fifty per cent. which is spent by many medical and specialty advertisers, and the manufacturer of a staple would act upon the advice, there would soon be grist for the bankruptcy courts. Such questions as the above are unanswerable specifically. single concern's appropriation for publicity may be fifty per cent. while it is getting started, and later when established may go

down to eight or ten per cent., or even less. Nothing but misunderstanding and harm can come from dogmatizing upon a subject like this. It is exactly as though one asked a physician how much medicine a man should take when he's

The only sensible, even though general answer to such a question is, that the appropriation should be sufficient to pay for the kind and quantity of advertising necessary to move the goods and get the desired result. If more appropriations were fitted like a glove to estimates of the cost of accomplishing definite things there would be more and greater advertising successes.

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A localized in-Auto Exports dustry enjoys as Business the least secur-Equilibrator ity; a national business enjoys much better balance; but for perfect equilibration there is nothing to surpass a world-wide trade. When the sun isn't shining in the United States it is shining in China and the Orient; and when dusk gathers here it is full noon

The lessons of the 1907 panic contain no greater significance than that the houses exporting liberally were on the soundest basis and were spared the anxieties of financial embarrassment. Compared with the steady influx of orders from abroad, domestic conditions looked like a tempest

in a teapot. astuteness of the best automobile makers of the best foreign trade (especially in view of its increasing willingness to Uncome) is showing results. doubtedly the undiminishing foreign demand for American cars and the diminishing demand here for foreign cars is acting as a noble equilibrator during present unsettled conditions.

Official figures for August show that the exportations of American-made automobiles continue to increase notwithstanding the waning of the so-called "export season" and prove that the motor car remains one of the items on

the list in which the balance of trade is not against us.

Total outgoing machines and parts during August this year were valued at \$1,033,759, as against \$658,556 for the same mouth of 1909. For the eight months ended August last the exports totaled \$9,675,303 compared with \$5,634,445 for the same period of 1909 and \$4,004,811 for 1908.

Imports for the same month this year were \$206,143 and \$448,-933 in 1909. For the eight months ended August, 1910, they showed a total of \$2,008,276, as against \$2,502,574 last year and \$1,800,-

025 for 1008.

In tabulated form comparisons are as follows:

1910 Imported cars and *parts. 8 Months August \$1,033,759 \$9,675,303 Exported cars and *parts. \$206,143 \$2 \$2,008,276 Value 1909 Imported cars and *parts.

8 Months August \$658,556 \$5,684,445 Value Exported cars and *parts. \$448,933 \$2, \$2,502,574 Value Parts do not include tires.

Canada continued to take the largest number of our cars touching \$3.889,539 for the eight months ended August, 1910, and \$1,746,-453 during the same period of last year. The United Kingdom came second with \$2,286,984 in 1910 and \$1,612,726 in 1909. France held third place in the number and value of American cars absorbed abroad and led in the total of foreign machines imported by this country.

So far as "fol-low-up" litera-What About Tiffany? ture is concerned, Tiffany & Co. stand pat on their Blue Book, which is an unillustrated catalogue merely showing the great range of prices on the various lines of goods handled by the most famous jewelry house in the world. It is practically impossible to order from this book, unless the purchaser is willing to give Tiffany carte blanche in the matter of selection. The wonder is that the book is issued at all, the only possible explanation

being that it is an attempt to show the multitude of people who write "Please send me your cata-logue," that a personal call is the best way of doing business with this house. Once in a dog's age, however, Tiffany & Co. are in-veigled into publishing a little brochure on some special subject, and even then all selling thought is painstakingly eliminated. Such a booklet is the Tiffany treatment of the familiar anecdote of King Henry of Navarre stopping at a wayside inn for a cup of wine and the circumstances which led to the creation of the threehandled loving cup. The broch-ure is entitled "The Legend of the Three-Handled Loving Cup,' and from a typographical standpoint is a gem, but not a line to show whether Tiffany sells loving cups or anything else.

By the way, just what will Mr. Kennedy's "Institute of Advertising Research" do about Tiffany & Co.? Will some comparisons be made with pork and beans advertising which will make Tiffany want to hide his head? Or will the Institute be driven to make the ignominious confession that radically different businesses require radically different treatment, and that it is as impossible to reduce advertising to a mathematical basis as it would be to run a corner grocery on the same principles as the Steel Trust? The Institute inspector who will be supposed to reduce all advertising problems to a rule of thumb may find it personally illuminating to walk through the Tiffany establishment, note the customers that throng the aisles when other jewelry houses are deserted, and to view the display of \$300,000 pearl necklaces and solid gold dinner sets.

Just about every Who is other traveler "Advertising from delectable Mad" Now? other shores who sets foot upon this soil shrugs his or her shoul-

ders deprecatingly at "this vulgar advertising nation." We are "advertising mad," "born advertising

egotists," and a few choice things

of similar palatability.

Yet ——! According to Railway Review, a legal opinion was recently rendered in Chicago that a certain railway exceeded its charter in leasing its right of way for advertising billboards. This sounds like Germany, not like America, but it was America.

Now compare this conservative action and the well-known freedom of most American railway cars, stations, etc., from advertising, to what is the custom in Great Britain. Stations are plastered inside and out with signsnot alone the small stations, but the large terminals as well. But this is a bagatelle compared with the practice of the International Sleeping Car Company, the Brit-Pullman counterpart. Railway Review says:

The sleeping car ticket is about eight

Railway Review Says:

The sleeping car ticket is about eight by ten inches, with a perforated slip on one side to be removed by the conductor. On this slip the agent who sold him his ticket has entered his name and residence, the date, number of berth, etc. The bulk of the ticket which the conductor returns to him is simply a mass of advertisements of wines and mineral waters, hotels, soaps, etc. In passing through the corridor of the car he sees a cornice of advertisements the whole length, and on entering his compartment he finds others hanging on the walls and decorating the match safe, and every available space. In the toilet rooms he finds sundry toilet appliances recommended, not only on the walls, but on the toilet paper. In the dining or restaurant car he is handed a menu occupying a very modest space in the midst of another batch of advertisements. The mustard pot is emblazoned with an advertisement, and the tooth-pick holder recommends a tooth wash. But what generosity is this? In a metal box on the table there rest two packages of "Somebody-or-other's" chocolate. Alas! they are but blocks of wood—simply an advertisement like the sawdust hams of the country grocery. The walls of this car are also decorated with advice of where to go, what to eat and drink, what to shave with, etc. If the company decorates its hotels—of which it has a number—in this same hideous way, they must be good places to keep away from."

Perhaps we are a conservative advertising nation, after all!

G. B. Voorheis, who has been in charge of the Case Threshing Machine Company's Canadian business, has been appointed manager of the advertising department.

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DANGER!

Keep lights and fire away from LIFE'S

Gasolene Number on January 5th.

150,000 Human Power

George B. Richardson, Adv. Manager, 31st St. West, No. 17, New York B. F. Provandie, Western Mgr., Marquette Building, 1204 Chicago IT IS "good business" to use good stationery; it's still better business to have it produced on

(Trade Mark Registered)

CONSTRUCTION



because it gives your letter-heads the character that impresses correspondents favorably—at minimum cost. Insist upon Construction Bond and you'll secure

Impressive Stationery at a Usable Price

In value-for-the-money Construction Bond is unequalled because it is sold only in lots of 500 lbs. or more, direct to responsible printers and lithographers instead of in ream lots through jobbers.

The marked economics of this method of distribution and the substantial quality of Construction Bond have brought us the support of the leading makers of high-grade stationery throughout the United States—from Boston and New York to Seattle and Los Angeles, from the Twin Cities to Galveston.

If you want your letter-heads on a strong, crackly, impressive paper, and need them at a price that permits their use in quantities—ask the leading houses in your vicinity for Construction Bond. Specify it in your next order.

Specimen letter-heads sent free if you ask us on your business stationery.

W. E. WROE & CO.

302 Michigan Boulevard, Chicago

SERVICE—THE FAR-SIGHTED MAKER'S EXTRA MEASURE.

HOW A BANKER TESTED A MER-CHANT'S PROGRESSIVENESS — THE DEVELOPMENT OF SERVICE AMONG AUTO MAKERS—HOW IT STIMU-LATES TRADE AND CONFIDENCE.

By F. E. Dayton.
Sales Manager Columbia Motor Car Co.,
Hartford, Conn.

Several years ago a very keen merchant started a gentlemen's furnishing goods store in a small town. Being without large funds and starting a business which required a considerable sum of money, he made application to a bank. The president of the bank took the question of the loan under advisement. Later he dropped into the store and bought a pair of gloves. Purposely and deliberately he cut them with a knife and went back to this store with an injured air.

He made known his complaint to the proprietor who mechanically reached for a second pair without a moment's hesitation.

"We always sell a piece of satisfaction with our goods and you just didn't get your satisfaction. Let's hope that it is in this pair, although gloves do not always run uniform, etc."

The incident was the beginning of what developed a very large banking business, for the bank president returned to his bank and reported the incident to the board of directors.

This is a local application of the service question but it is even more important with national advertisers. A young man bought a Knox hat against his judgment that a derby hat could really be worth \$5, the price of a Knox. He wore the hat for the regulation period of wear without incident. It may have been a longer or shorter length of wear then he got from \$3.50 hats which he had been wearing. This is unimportant. Along in the spring he found himself in Rochester, N. Y., just two weeks before the straw

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hat season opened, though straw hats were being worn by the advanced stylists in New York.

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restaurant where lunched became crowded and a gentleman was seated with this young man and, because the young man was reading at the time, failed to notice the approach until the stranger had sat upon this Knox hat in the seat of the opposite chair. Here was a di-lemma. To buy a straw hat and wear it would be to invite ridicule in so provincial a section. To buy another stiff hat was to have an investment in a hat which could not be worn through the summer and which would be out of date in the fall. So the young man decided to do the only other thing open-buy a soft or felt

Now it happened that he dropped into a Knox hat store. The spring season is not a good season for a large supply of felt hats and there was nothing to suit the young man and the hat salesman was made acquainted with the situation just as it is outlined above. First, he loaned the visitor a new hat to wear during the afternoon and fixed up the old hat in the meantime so that it gave a fine service through a long life. He had to put a new sweat band in the hat loaned for it was a hot day and he charged 50 cents for repairing the dam-

"The incident taught me that it is economy to buy a Knox hat," says my friend. "They provide an added element of service to the intrinsic worth of the hat and they convinced me that I couldn't afford to wear anything else." Here is a concrete example of the value of service brought right

There is hardly a commodity that a service campaign cannot be added to. It can be made a virtue whereas if not so planned to be a real service it is merely fulfilling the obligations of sale. The motor car has borne this out exceedingly well. As soon as automobiles began to have a wide sale and were bought by persons who lived a long way from factories

The oldest established
Automobile Publication in Canada

THE MOTOR MAGAZINE

Thoroughly covers
THE TRADE
and reaches
OWNERS AND BUYERS

of Automobiles.

Issued monthly with a circulation exceeding 5,000.

Advertising rates on application.

W. J. TAYLOR, LIMITED

Publisher

25 Front Street, E.,

Toronto, Canada

A Real Circulation Builder

The Home Library

Census Wall Chart

Has already proven itself the great circulation success of the year. Send for copies of letters ordering

25,000, 10,000, etc. One daily has used 235,000!

No enterprising publisher can afford to be without this latest most effective circulation builder.

Write TODAY for sample and Special Terms.

S. Blake Willsden

Newspaper Premium Specialist 151-153 Wabash Avenue, Chicago, Ill.

More Germans in Philadelphia than in Cincinnati

And they may be readily and economically reached by the consolidated German newspapers, and in no other way.

In Philadelphia the old German institutions still flourish, and the consolidated German papers alone herald the happenings.

The local merchant is keen to this condition and is a generous user of advertising space in these papers. In volume of advertising carried by the morning papers the German combination is usually second or third.

WEEK ENDING OCT. 11TH:

First 1	Newspaper90,745	Agate	Lines	
Second	Newspaper78,580	74	86	
GAZET	TE67,295	66	66	
Fourth	Newspaper63,220	6.6	+6	
Fifth	Newspaper58,325	6.6	66	
Sixth	Newspaper51,040	44	66	

The German Gazette Publishing Co., Philadelphia



Brockton, Mass.

The Great Shoe City of the World

Population, 55,000

Trolleys radiate to adjoining towns, making Brockton a trading center for 100,000 people. No License City, Highly intelligent population, earning good wages and reading more newspapers than in any other city of its size. Territory covered by the

Brockton Enterprise

(Evenings) now in its 31st year. Circulation 12,500. Flat ad rate 30 cts. per inch per day for any amount of space.

troubles began to develop. customer complained to the factory and the factory answered the complaint with a general letter. The letter generally stated that the makers would correct the damage if the owner would send the car to the factory and pay freight on it two ways. This was, of course, unsatisfactory. It tied the owner up without the use of his car in which he had a considerable investment, and the owner either had the damage repaired at his own expense or he made so much noise that the factory sent a man to repair the damage, often a considerable distance, and at quite some expense.

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After this system had disgusted early owners of cars there was a change. Service corps began to be organized. All the real good makers-the people who are in the business to stay and who will be doing business when the fly-bynight sketch teams are out of the running-looked the thing fairly in the face. No matter how, much attention the local agent for the sale of the car gave, the factory gave better service. They sent a man who knew every detail of the car to call upon the owner once a month. It wasn't only the owner who was in trouble but the whole list of owners were seen once a

This service corps is a great institution in the motor car field. In the first place, the visits of the repair patrolmen are so frequent that a defect is caught before it communicates itself more serious-Then the ly to other features. owner has to sign a receipt covering the gratis work of the repairman or stating the owner's satisfaction. Twelve of these statements at the end of a year tell manufacturer any whether or not he is entitled to ask for and get a renewal order from the same prospect. Twelve of these reports make the safety or the unsafety of the purchase of a second-hand motor car apparent. It is a maxim as old as automobiling to "never buy a second-hand car of which you do not know the history."

Now this is a kind of service

that is appreciated. The- auxiliary force engaged in repair work gives powerful aid to the selling Salesmen are reorganization. eruited from this available material and fine salesmen, too. It is just as patent that this kind of inspection and repair service is applicable to the machine tool and printing machinery trades and others as it is valuable in a merchandising way in the motor car field. A record for service is quite as important as a record for merchandise quality.

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A Western brewer had worked up quite a business in a malt tonic, a regular make, bottle and sell proposition. For nine years a woman had bought one dozen bottles of this tonic and then one year the dealer sold a case of stuff that was too highly charged with gas and when the wires were removed the bottled contents geysered in fifty directions, and the contents of each bottle was lost. Now the woman wrote makers who were on the other side of the continent and they wired their representative to call and make good. He found a claim for damage to a dress and the wall paper. He offered to settle. The woman was surprised. The season for the tonic was passing. Her kick was dissipating its energy and the stains were evaporating from the wall paper. Her dress, which had been spotted, was an old dress, anyway. She was so appreciative that she had no kick, especially when the brewer sent a case of perfect goods with his compliments. Now she is a booster for the tonic, has learned a lot of its good qualities from the service man who called, and instead of taking it only in the summer season, is now a yearround customer.

The manufacturer who hasn't learned that there is a subtle something which he should attach to his merchandise besides its good quality is losing one of the best merchandising opportunities. Of course, he will be gouged and imposed upon by an unreasonable, unheeding and unappreciative people, but for the most part he will be honestly met.



Keep the cash register as bright-andshiny as a new dollar with 3-in-1

Sain-One so perfectly oils every delicate working part of cash registers that drawers won't stick or the intricate accounting parts halt or hesitate. It cleans and polishes all metal work, also wooden drawers. Positively prevents tarnish. Contains no grease or acid. Best for oiling, cleaning, polishing, preventing rust on adding machines, dating stamps, numbering machines, dating stamps, numbering machines, punches, etc.

Buy big 8 oz. bottle—50 cts.; 3 oz.—25 cts.; 1 oz.—10 cts.

Send for FREE SAMPLE and Dictionary.

3-IN-ONE OIL COMPANY 12 Broadway, New York



Circulation that brings results to the advertiser

is the kind that is sure to be found where a medium is read only by a class that can afford to buy.

Gleanings in Bee Culture

has a circulation of 35,000 and every bit of it goes into the homes of prosperous professional and business men and farmers who raise bees both for pleasure and profit. The cost of reaching them is only \$1.43 a page per thousand—less by many dollars than the cost of any other way.

The A. I. ROOT CO.

AUTO ADVERTISING AND THE NEWSPAPERS.

THE DAILY PAPERS AND THEIR WIDE REACH A POWERFUL FACTOR IN MARKETING AUTOS—REACHING THE AGGRESSIVE FACTORS IN COMMUNITIES,

By Frank Presbrey, (Extracts from article in New York Times.)

With the classification of the automobile as an economic necessity, with the recognition of keen competition among manufacturers, and the near approach of the time when the supply will be equal to if not overtop the demand, the matter of wider advertising of the automobile becomes more and more important. It is true that automobiles are and have been advertised largely for many years; but it is also true that most of this publicity has been intensive rather than extensive. Manufac-

turers have been content to make their announcements in their own trade papers, the leading magazines, and a few of the more prominent illustrated periodicals. The broader fields of the great city dailies and the newspapers of smaller communities have been largely neglected, or, if used, this has been done merely by the local agent or dealer. There have been, very few broad general daily newspaper advertising campaigns on the part of the manufacturers themselves.

That the daily newspaper is one of the richest of advertising fields for the automobile business as it exists to-day there can be little doubt. First of all, the daily newspaper repeats its message every twenty-four hours, Next, it reaches all classes of people. And thirdly, it is read by the active and progressive members of every community.

As to the character of this advertising few automobile manufacturers of to-day need much explicit advice. All recognize its merits, its necessity, and they know their business. They know how to "talk up" their machines, they know how to forestall competition, and they know what to say to prospective buyers. They realize that advertising enables them to talk to a vast number instead of to one, but they may not understand that manufacturing, advertising, and salesmanship together—are the three vital units of their business. These three form a tripod support for their enterprise, any leg of which being weak or missing brings down the whole structure like a house of cards.

Manufacturing, alone, builds the machine. Advertising, alone, provides the auditors. Salesmanship, alone, delivers the goods. These must not be separated, or success is impossible. Neither is valuable singly. It would be folly to make what could not be sold. It would be worse to advertise what could not be made. And who could hope to sell what nobody knew was being manufactured?



FIRST

In the Automobile and Accessory Fields are

MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago—"The Automobile," published at 231-241 West 39th St., New York



A FIRST CLASS PAPER

Good Printing or Lithography.

A Letter-sheet or Check which rightly represents you-works for you

In short, Stationery which is really productive-That is what you want-you need-in these modern business times.

But, Productive Stationery is only to be had by using a high grade bond paper.



Fac-Simile Water-mark

Prints and lithographs perfectly—is refined, impressive and productiveand is universally used by business men who have learned through experience that High Grade Stationery is an asset-not an expense or luxury.

The "EAGLE A" Water-mark is the mark of quality. It appears in Bonds, Linens, Ledgers and Book Papers of 100% value. To shrewd buyers it is a guarantee of solid worth and complete paper satisfaction. There is an "EAGLE A" Paper best adapted to your use. In buying paper look for the "EAGLE A" Water-mark, and see that you get it.



Send for our new portfolio of COUPON BOND specimen business forms. It demonstrates the significance of this "EAGLE A" quality Water-marking.

AMERICAN WRITING PAPER CO. Holyoke, Mass. of Quality 23 Main Street



The Water-mark of Quality

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THE FARMER AS A MAR-KET FOR MOTOR TRUCKS.

CO-OPERATIVE CREAMERIES NEEDING
BETTER TRANSPORTATION—FRUITGROWERS ALSO INTERESTED—COOPERATIVE USE OF AUTO TRUCKS.

By Frank W. Lovejoy.

A short time ago, progressive automobile manufacturers, after some investigation, anticipated a field for the sale of automobiles among the farmers. They went into the farm press and, as a result, there are at the present time some twenty odd different automobile manufacturers advertising successfully to the farmer.

There is now offered to the automobile truck manufacturers a similar growing field. The dairy interests all over the United States have been for the last few years going through a decided change, the individual or local creamery developing into what is known as the "Centralizing Plant," which takes in a larger territory and insures greater profits to the farmers who subscribe toward its maintenance.

These co-operative creameries. the stock of which is owned by farmers and the management of which is vested in a board of directors, ship their product in large quantities to the big cities. plants are in towns centrally located and send out their carriers with wagons to gather the cream in a radius of eight or ten miles or so. This course pursued in different directions obviates the necessity of a number of creamery plants and brings all the cream under one cover for the manufacturing of a more uniform product and at a less manufacturing expense.

The wagons used in gathering cream from the farmers are forced to go from fifteen to thirty miles or so a day. Speed is an item in their maintenance because (especially in the warm months of summer) it is somewhat difficult to keep the cream in the best condition during this long jaunt, and, of course, anything that af-

fects its quality, affects the entire product of the creamery.

Even now, some creamery men are considering the advisability of purchasing automobile trucks to gather their cream, feeling that not only a greater part of the year would they be able to gather it quickly, but that one truck would take the place of several wagons and thus minimize the cost and expense of teams and men.

The fruiting industry has reached such a point of perfection that the farmers identified with fruit farming find it very



AN ARGUMENT APPLYING EQUALLY TO

profitable to ship their product into the towns by the aid of automobile trucks.

One farmer in Michigan, the writer found, had built an automobile truck for himself at an outlay of \$2,000, not taking into consideration the cost of his own labor, which went into the assembling of the parts. The truck was in constant use to haul barrels and cases around the farm, and employed regularly to haul fruit to and from the railway station.

A truck that would be suitable

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for the two purposes above outlined, both in capacity as well as price, should, and undoubtedly will, find a ready market among farmers. That the farmer is able and willing to buy such a conveyance is proven by their increasing incomes and ready desire to better farming conditions.

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The cream-gathering creameries are profitable industries managed, as a rule, by rather progressive and up-to-date men. success lies in the adoption of the best and the most economical methods of manufacture, because they are in competition all around them with local creamery plants, both private and co-operative.

Even among the plants that are not known as "centralized," there is a use for the automobile truck. The business is not conducted in these small plants on a very large scale, but the hand cream separator is becoming so generally placed among dairy farmers that there is an opportunity for most any enterprising creamery man to greatly enlarge his business with a power truck.

In the state of Minnesota alone there are 720 creameries and large centralizing plants in the twin cities and at Duluth. In other states, such as Iowa, there are just as many, if not more, and the creamery industry of New York state would furnish a good field for progressive manufacturers to enter.

The farmer is only awaiting the introduction by manufacturers of a serviceable truck at a reasonable price. The first manufacturer to anticipate that demand will open for himself an enviable trade.

The New York Commercial will have an Advertising Construction Bureau in Madison Square Garden, New York, at the Twelfth Annual Business Show, October 24-29. Members of the paper's advertising staff will be present to give advice to these wantire infections. advertising staff will be present to give advice to those wanting information about any phase of publicity. It is felt by the Commercial that there are many business men who feel a reluc-tance to ask about advertising rates either from the newspaper itself or the advertising agents. These are expected to make the bureau profitable.

A MAN OF UNUSUAL EXPERIENCE

Desires a position with a house requiring the service of a man possessing keen commercial knowledge, plus exceptional advertising ability.

Age 28 years. 'Ten years' International experience-as tollows-

Six years with two representative advertising agencies, rising to Manager.

Two years traveling, creating new and de-veloping old accounts.

Six months as Assistant Circulation Manager of high grade magazine; resigned to edit for

One year a successful "class" magazine. I resigned the Editorship for good reasons—advertising seems to be in my blood.

Now I am writing copy and acting as Advertising Consultant to a few houses but I want to connect with either

- A First-class Agency for whom I could plan campaigns, write good copy and develop new business.
- A Representative Business House for whom I should prove a good Advertising Manager-or
- A Good Strong Publication for which I could sell Advertising personally and make plans that would enable other men to sell Advertising.

I know the technics of my business thoroughly: am an able writer of advertising copy; in brief a creative advertising man.

I shall be pleased to hear from men who believe they can use my ability to our mutual advantage.

Write THORNTON PURKIS, Care of Printers' luk.



"The Breeder's Gazette is the Farmer's Greatest

-W. A. HENRY, America's Foremost Agricultural Educator.

Agricultural Educator.
The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.
It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.
The Gazette is purely a business paper for an intelligent and well-tead

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes. It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements. announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

THE BREEDER'S GAZETTE
358 Dearborn Street Chicago Member Standard Farm Papers Association

"A Daily Newspaper for the Home."

The Christian Science

OF BOSTON, MASS.

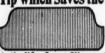
Every Afternoon Except Sundey.

Circulation World-wide and doubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave. Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on ap-plication.

The Tip which Saves the Card



Treble the life of your filing system by using Celluloid Tipped Guide Cards.
Don't fray, crack, curl up nor show finger marks. Look neater than plain guide cards.

Celluloid Tipped Guide Cards are proof against ordinary handling. Tip folds over top of guide where wear comes. Other guides wear out in a third of the time. Ask your dealer for the famous one-piece tip or write us for samples.

STANDARD INDEX CARD CO. 701-709 Arch St., Philadelphia

Moving Picture News

Constantly growing, Circulates round the World where Motion Pictures are used, Advertisers more than satisfied with re-sults. Write for terms and sample copy

Cinematograph Publishing Company 30 West 13th Street -:- New York

Lincoln Freie Presse

NEBRASKA LINCOLN.

Has the largest circulation of any news-paper printed in the German language on this continent-no exceptions.

CIRCULATION 143,054
RATE 35 CENTS

LEWIS PUBLISHING COMPANY CONSOLIDATES ITS PERIODICALS.

E. G. Lewis, president of the Lewis Publishing Company of St. Louis, announces that he is discontinuing the publication of the Woman's Magazine, the Woman's Farm Journal, Palette & Bench and Beautiful Homes, and that these periodicals will be consolidated with the Woman's National Daily, another Lewis journal.

The features which have distinguished these suspended periodicals will be issued as supplements to the Woman's National Daily, which after January first will have four special issues a month, the first a Woman's Magazine Supplement, the next a Beautiful Homes Supplement, the third a Farm Journal Supplement, the third a Farm Journal Supplement and the fourth an Art Supplement.

Mr. Lewis announces that he has taken this radical action because of the increase in the cost of production of all magazines accompanied by a decrease in subscription and advertising income. He states that his sudden recognition of this fundamental economic condition, on October 9, acutely necessitated a thorouggoing remedy.

As proving the economic tendency he points to the action of the Curtis Pub-lishing Company in publishing without increase in price its Ladics' Home Journal twice a month, thus virtually cutting its subscription price in two.

In his official statement in the Wo-man's National Daily for October 15th, Mr. Lewis recalls the bitter fight that was waged to keep his periodicals from enjoying second class privileges in mail-ing—how a cash loss of a million dollars was piled up against the company and how his business languished for a period of many months. He then says:

"When some few years ago, we came out of our struggles victorious and vindicated, we then faced the appalling problem of rebuilding from nothing the magazines of The Lewis Publishing Company. We quickly found it necessary, in order to obtain both advertising and subscription patronage, to increase the quality and patronage, to increase the quality and consequently the cost of the paper stock on which they were printed, the manner in which they were illustrated and the character of their contents. This increase in cost of production of these magazines, necessitated by the constant raising of the standard of quality of all magazines of general circulation, went forward with appalling rapidity until the magazines published to-day by The Lewis Publishing Company have increased in cost of production through the increase in quality of the paper stock on which they are printed and of the mechanical and editorial processes that enter into them. printed and of the mechanical and edi-torial processes that enter into them, nearly a thousand per cent. In the meantime, it had been impossible to in-crease their selling price more than 200 pe reent or to increase their advertis-ing rate charge practically at all in proportion." The St. Louis Times

Prints More Automobile Advertising

Than Any Other St. Louis Paper.

Mitchell LOFTS TO LET

Building

41-43 West 25th Street, New York

Adjoining Fifth Avenue and Broadway at Madison Square

A high-class fireproof building, 50x98, particularly adapted for

PUBLISHERS

ADVERTISING AGENCIES SPECIAL AGENTS SHOW ROOMS AND OFFICES

A large portion of the building is occu-pied by the Jno. J. Mitchell Co., pub-lishers, which is a guarantee of the

1ST AND 9TH LOFTS TO LET

First loft has elegant show windows. Both lofts have unusually high ceilings

Reasonable Rentals—Immediate Possession

Inquire JNO, J. MITCHELL on premises or your own broker

high class of its occupants.

and excellent light.

Illustrated folder and particulars on request. Phone 4980 Madison Sq.

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Printed Things

Booklets, catalogs and business literature of all kinds may be forwarded for review in this Department by advertisers or printers. Address "REVIEW EDITOR," PRINTERS' INK, IZ West 31st Street, New York.

GOOD SALES IDEAS IN BOOKLETS.

AN EXAMINATION OF CURRENT FRINTED THINGS REVEALS INTER-ESTING SELLING IDEAS—A FEW AUTOMOBILE BOOKS AND WHAT THEY SUGGEST.

A description of the factory inspection is the most interesting part of a Stearns booklet. Meaty paragraphs about the selection of corner and let the pages turn rapidly over. Like magic the steel under the forge slips to the foundry, slides through grinding cylinders, speeds through the gear machines to the benches of the motor assembler and the inspector. You can almost hear the belts clank and see the rapid motions of the workmen. The pictures are reproduced from pen drawings faithfully made in the factory.

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A fifty page treatment of the Winton Six for 1911 presents the photographs of the men at the head of the industry and allows a page for comment upon their individualities. In explanation the writer of the booklet makes this

the materials, the inspection of the raw stock, the making of gears call into action the ever present interest that a man has in any process of creation. Admirable half tones visualize the ideas suggested by the reading matter.

The pictured description of the making of the Packard car may be made to resemble most curiously the progressive action of the moving picture. Open at page nine and bend the booklet back under a tightened thumb. Fix your eye at the lower right hand



interesting point: "Motor Cars are unlike most purchases in that the relations between the buyer and the seller do not cease when the sale is made, but only begin then. Experienced buyers need

not be told that occasions are certain to arise when the maker or his dealer will be compeled to show what interest he continues to hold in the cars he has sold. Just as there is a difference between two cars so there may be a difference between two makers in their attitude toward the customer." Plausible explanation enough for the introduction of the reader of the Winton booklet to the maker of the Winton car.

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the the s a inthe his "Why don't you go home?" This is the title that links to the day's work a booklet about the Burroughs Adding Machine. The question gives a new significance to labor saving devices in the office in the eyes of the hard driven business man. The approach to the reader is intimately on the "you and I" basis. The bold question and the explanation

that follows, showing how the Burroughs machine releases the man from his erstwhile bondage, turn to tactical advantage one's regard for his chief concern—his home.

Something new is a piece of

WINTON SIX



1011

The Winton Motor Car. Co. Cleveland Ohio U.5 A



The Flesh and Blood Salesman

is a big factor in business l.fe—in some lines he can never be effectively displaced. But,—

He can be effectively supplemented by proper printed matter—his time can be conserved—his results increased by a judicious series of letters, folders, etc., "fired" at his "prospects" between calls.

Your salesman will appreciate this co-operation as much as you will appreciate the economies and increased productiveness that will follow such a plan.

May we study your problems in this regard?

The Business Development Company of America

WRITERS OF SELLING COPY

119 NASSAU STREET: NEW YORK CITY
May we send you "The Selling Force and The Selling Farce"?

Phone 5374 Cortland

Moving **Pictures**

Advertising Medium!

the latest field in specialized publicity,-already attested to with enthusiasm by scores of successful advertisers.

1 Do you manufacture an article that requires a complex and lengthy exploitation in acquainting the trade with its merits? Hasn't it often occurred to you what convincing advertising the manufacture of your article would make, were it possible to show the process of its construction in impressive detail?

Write us today, and let us show you the adaptability of this most effective form of publicity to the requirements of your particular business.

• We are specialists.

The American Film Mfg. Co.

Bank Floor, Ashland Block CHICAGO, ILL.

business literature going to the dealer from the offices of the Ralston Health Shoemakers, Brockton, Mass. Take off the clip, turn back the double cover pages and observe lying before you the "Ralston Weekly Catalog." The pages open from the bottom and they lengthen gradually from a half page, bit by bit, till the last leaf, which is full size. You turn back the top and the shortest leaf to find the first ad run in the Saturday Evening Post; you turn this back to discover the next one of the series; so on through the whole schedule of twelve. At the extreme bottom and right of each sheet is printed the date of the in-sertion of the ad. Thus before a leaf is turned these figures act as an index to the ad that will go into any issue scheduled. This is a distant echo of the thumb index plan. The arrangement piques the curious dealer to investigation. Enclosed in this folder-catalog is a loose "permission card," printed in bright red. The dealer is supposed to stick a one cent stamp upon the front and sign his name to the printing on the back, thus giving to Ralstons' "permission" to send samples of stock styles or to direct a salesman to call.

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A CROP REPORT THAT IS EN-COURAGING.

The Government's October crop report is not like earlier reports in that it has more certainty than at any other time of the year.

It shows that the total yield of cereals for the year 1910 is far ahead of the very best year that agricultural America has ever seen. Bumper yields of corn and oats have overcome the clicht decrease in the amount of wheat slight decrease in the amount of wheat and the existing figures for the crops of wheat, corn and oats alone aggregate 4,765,000,000 bushels or 249,000,000 more than the big harvest of 1900, which

was the largest crop yield on record.

The October corn promise is for a crop of 2,977,000,000 or about 205,000,000 bushels more than the previous high mark reached in 1906.

Government reports again lift the estimate of the oats crop making it 1,096,000,000 bushels, or over 90,000,000 bushels more than the yield of 1909, which beat all previous crops.

The cotton crop condition is 69.9 as compared with 58.5 last year.

Samuel T. Reckefus has severed his connection with The Iron Age and opened an advertising office at 524 Walnut street, Philadelphia, on October BROAD SCOPE OF ADVERTISING.

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his and alH. E. Lesan, of New York, who has conducted the forceful advertising campaign of the New York Central Railroad, was recently commenting upon corporation publicity. He said:

"This kind of advertising is of recent development in connection with our public utilities, but it is to be the advertising of the future. It means thorough publicity regarding the affairs of these corporations and the enlightenment of the public concerning operating expenses, profits, and other phases of the financial department, as well as the advantages to be gained by patronizing some particular advertiser. This sort of advertising increases the value of stocks and bonds, as it gives the reader, who is an investor, an accurate account of what is being done, where the profits are going, and how those in control are managing and developing the property.

"I believe that it will be through advertising of this character in the newspapers that the policial contests of the future will be waged. People read and decide public questions for themselves, and the day of the hustings as a controlling factor in determining the political views of voters already has passed. Instead of stump speaking, the time is coming when the candidate will simply buy space in the papers of

his district and tell the people, clearly and concisely, what his platform is and what he will or will not do if given their support. In the same way he can answer questions put to him by the voters. Interviews sometimes are repudiated as not expressing properly the sentiments of the man interviewed, but when he states his political position over his own signature there can be no mistake. This kind of campaigning can be conducted more economically than under present methods and without the physical wear and tear to which candidates for office are now subjected."

Are You Developing Your Export Markets?

Don't let your competitor get your share of foreign trade. The AM EKICAN EXPORTER service gives you all the publicity you need to cover the important markets abroad. It includes also transitations, ratings, information, etc., without charge. Write for sample copies and particulars.

AMERICAN EXPORTER 137 William Street

N. Y.

Established
1877



IN making up your dummy you have a basis to start from and an object to work toward, no matter at which end you begin, if you use STRATHMORE QUALITY Book and Cover Papers—the best printing papers made.

Your printer or paper house will show you the sample books—or write to us.

THE MITTINEAGUE PAPER COMPANY
The "Strathmore Quality" Mills
MITTINEAGUE, MASS., U. S. A.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACRINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

A LBERT FRANK & CO., 26 Beaver St., N.Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

THE BLACK Chicago-New York-Pittsburg, for DIAMOND journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is Farm Life of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. P. O. Box 1078, Havana, Cuba. New York Rep., I. C. Fellsman, 18 Broadway.

AD WRITERS

AN UNUSUAL OPPORTUNITY FOR A conservative yet progressive house. Gentleman with ten years' experience as advertising manager and consultant with representative commercial houses and periodicals recently established in business for himself, will act as advertising manager to houses requiring high grade professional service, but who do not feel justified at present in engaging the full time services of a high grade man. "Adconsul," Printers' Ink

LET ME WRITE YOUR ADS-I am with big New York agency and plan publicity for some cf the most prominent advertisers. Send data and see what I cando for you. Address "ABLE," care Printers' lnk.

EXPO phia, D Big mo dential

WAN leading tion.

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RILLPOSTING

FRED PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES and CANADA, Times Building, New York City. Send for estimates.



BUSINESS OPPORTUNITIES

THE proper time to stop advertising is whenvery you can afford to be FORGOTTEN,
and the least troublesome way to do IT is to
turn it over to any one not too busy to bother
with it. To think that advertising can be anything MORE than a mixture of a little odd time
and a good soft lead pencil is preposterous.
Any one clever enough to manufacture a good
thing must also be clever enough to present its
claims successfully. A child would know that
much. FRANCIS I. MAULE, 49 Sansom St.,
Philadelphia.

A FEW YEARS AGO WE LIGHTLY took on the compilation and publication of a buyers' reference book in conjunction with our regular (publishing) business. It seemed at the time a small side-show; it soon developed into a widely-circulated and exceedingly important publicity medium, used by a large majority of buyers in a great industrial field. It is becoming too big for us to handle right; we will sell the book and with it the opportunity of developing a medium that will take a leading position in the publicity field of one of the greatest industries in the country. Address "B.B.," care of Printers' Ink.

ENGRAVING

PERFECT copper half-tones, 1 col.. \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO, Youngstown, Ohio.

HELP WANTED

WANTED — Editor and manager national weekly anti-prohibition paper already successfully in field. Must beconvincing writer, Send particulars of experience and references. State salary to start. "P.O. 498," Kansas City, Mo. EXPORT MERCANTILE PAPER of large corculation wants agents at Boston, Philadelphia, Detroit, Cleveland, St. Louis and Chicago. Big money for large producer. Answer confidential. Box 50, care of Printers' Ink.

WANTED—A young man, Gentile of ambition and ability, as reporter and writer on the leading men's fashion journal Permanent position. Address: "PUBLISHER," 4th Floor, 1181 Broadway, New York City.

Advertising Manager
WANTED IN A TRADE MAGAZINE. Big
pay for big producer. Address "H. A.," care
of Printers' Ink.

EXPORT ADVERTISING SOLICITORS to make \$100 to \$200 weekly. Wanted by a monthly Magazine at large circulation. None but experienced men with a commanding trade need apply. "EXPORT," care of Printers' Ink.

WANTED—By Advertising Agency in the South good copy writer and to assist in planning campaigns. Agency experience pre-terred Can also use additional capital. Address: "A. F.," care of Printers' Ink, New York City.

POSITIONS OPEN in all departments of adretising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Estab-lished 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Spring-

INFORMATION AND ILLUSTRATIONS

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ASK Anything You Want to Know.
341 Fifth Avenue, New York.

3,000 Gummed Labels, Size, 1x2 inches, printed to order and postpaid. Send for Catalog. Fenton Label Co., Phils., Pa.

NAMES FOR SALE—We have 3500 names of heads of families in Orangeburg County. List just compiled at great expense and guaranteed correct Sent postpaid for \$20.00. SIMS AD-VERTISING AGENCY, Orangeburg, S. C.

POSITION WANTED

SEE MY ADVERTISEMENT ON PAGE 108. THORNTON PURKIS.

SALES CORRESPONDENT WITH AD-VERTISING experience wants a new con-nection. "SALES," care Printers' Ink.

ADVERTISING writer and designer. Eight A DVERTISING WITTER and designer. Bigning years' experience, four years writing copy for trade papers, four years designing and lettering for agencies and magazines; understand type and engraving. "Practical," care Printers' Ink.

HOWARD D. FLINT, who was for 15 years Metaveling advertising agent for Dr. Pierce's Metaines, would tike position where this experience would be of value to employer. Address "BOX 30," care Printers' lnk.

YOUNG MAN, 19, is anxious to learn advertising business. High School graduate with some business experi-ence. Opportunity to learn, rather than salary, the principal object. Address: "E.R.," care of Printers' Ink.

ADVERTISING ARTIST, with agency, engraving and newspaper experience, who uses "sales producing ideas," wishes to change present position. Handles black and white and color work. Address "N.E.T.," care Printers' Ink.

YOUNG MAN, 23, excellent education, profes-sional training, has been studying advertising for a year; wants an opportunity with advertis-ing firm or agency. Good writer. Hard worker. Salary no object. "L. S.," care of Printers' Ink.

A YOUNG MAN (20), stenographer, desires position in advertising agency, or department, where all around agency experience will be of value; and opportunity is afforded to advance. "Box 52," care of Printers' Ink.

BUSINESS OR ADVERTISING MANMARGER—Present paper showed gain of 24,000
lines last month. Has doubled business on
several papers. Highest credentials from papers
of 10,000 to 100,000 circulation. Expert local
and foreign advertising getter. Never failed to
increase business of any paper connected with.
"DIVIDENDS," care Trinters' Ink.

SELLING ABILITY—I BELIEVE I HAVE. Two years as freight solicitor have given me a useful knowledge of firms and lines in New York city Territory. Satisfactory reference from present employers. 25 years old Wish to oreak into advertising. Who can offer the opportunity. Address 4 MAC," care Printers' lak.

WANTED—Position as assistant to advertising manager of large concern, or as advertising writer with agency. Write copy that grips its audience, and produces bankable results. Ability attested to by one of America's foremost advertising experts. Have a simple way of proving existence of result-producing ability, which I will gladly explain to interested parties. Address "Veritas," care Printers' Ink.

FOR EIGHTEEN YEARS' I HAVE BEEN FOR EIGHTEEN YEARS' I HAVE BEEN a successful advertising man on big city papers and one first-class agency. Solicitor, Advertising and Business Manager, handling both local and foreign accounts and all business coming before such a head. Have a record, personality, reference, etc. I want the more simple life in same capacity in a city of from twenty-five to one hundred thousand. Address for personal interview. "C. S.," care Printers' Ink.

DO YOU WANT AN ADVERTISING MANAGER, of proven ability, not a mere "copy" writer—32 years of age? One whose record of 12 years as Advertising Manager is proof of his value. He knows how to "dig out" the Sales facts, and put them into convincing English—competent to direct copy writers, technical or otherwise—has a practical knowledge of Printing and Engraving. Engaged now, but seeks a broader, more responsible connection, preferably in New York City, Address for an interview—"S. C.," care of Printers' Ink. of Printers' Ink.

Do You Want a Progressive Advertising Man?

with seventeen years' training in a large company (mechanical line) in charge of the Advertising and Export Departments for the past eight years. Experienced in preparing copy for catalogues, booklets, periodical and mailing lists. Competent and industrious, 35 years old, married, good habits. Desirous of making a change by the first of the year, Address: "PROGRESSIVE," care of Print-Address: ters' Ink.

PORT CARTIE

SOUVENIR POST CARDS:-From photos. Setc., we make you the Engravings from which you can have the cards printed, in one or more colors. GATCHEL & MANNING, Designers and Engravers for Catalogues, Advertisements, Etc., Philadelphia. Send for P. I.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK. — Unusual facilities for large orders—monotype and linotype mafor large orders—monotype and ssucrype ma-chines—large hand composing room, four-color rolary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Op-portunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

THE WILLIAMS PRINTERY :: ::

Typographic

Telephone 2693 Madison

131 West 28th St., New York

REPRESENTATIVES

N. E. Representation

Magazine, class or trade papers. Know the field and all the agents. "PRODUCER," 69 Journal Blug, Boston, Mass.

Send Your Order Now for Bound Volumes of Printers' Ink

To satisfy the demand of those who regard a year's issues of PRINTERS' INK as a never-ending source of information, we are making up a limited number of bound sets of the issues of 1010 You may have one of these valuable sets if you send in your order promptly.

There are 13 copies to a volume, durably bound in cloth and board, with gold lettering. The set of four sent prepaid to any address upon receipt of \$8.

Printers' Ink Pub. Co. 12 West 31st Street, New York

Make Your Employees More Valuable To You

1

See that they help you more through being helped themselves by reading PRINT-ERS' INK. Don't trust to the chance of their being gingered up now and then when they just happen to see a copy. Safeguard yourself by subscribing for them. Many agents and companies do this their solicitors for salesmen.

Four yearly subscriptions cost only \$5.

Printers' Ink Pub. Co. 12 West 31st Street New York

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK'S Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



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PRINTERS' INK'S Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.
This absolute correctness of the latest cir-



culation rating accorded the Denculation rating accorded the Den-ver Post is guaranteed by the Printers' Ink Publishing Com-pany, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT



Bridgeport, Morning Telegram, daily average for June, 1910, sworn, 13,338.
You can cover Bridgeport by using
Telegram only. Rate 1 1/2c. per line flat.

Meriden, Yournal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229,50. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,547. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Avera Brings results to good advertisers. Average 1909, 6,786.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,651; Sunday, 7,081.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday Daily aver., month of Sept., 1910, 51,792 (@ @).

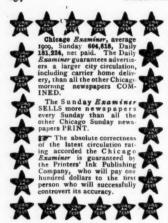
FLORIDA

Jacksonville, Metropolis. Average, 1st 6 mos., 1910, 13,765. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,623. Renjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Cha apaign, News. Leading paper in field. Average first five months, 1910, 5,161.



Chicago, Record-Herald. Average 1909, daily net paid, 189,176; Sunday net paid, 198,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertising The absolute correctness of the latest cir-



ute correctness of the latest cu-culation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hun-dred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 6,836.

Peoria, Evening Star. Circulation for 1909,

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,243. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average Aug. 1910, 11,442. Best in Northern Indiana.

IOW A

Burlington, Hamk-Eye, daily. Average 1909, 9,180. "All paid in advance."

Davenport, Times. Daily av. Sept., '10, 16,437. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, Eve. Yourwal. Only daily in county. 2,009 subscribers. All good people.

Waterloo, Evening Courier, 52nd year; net av. june, '09-June, '10, 6,291. Waterloo pop., 27,000.

KENTUCKY

Lexington, Heraid. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Heraid, you cover Central Kent'cky."

Lonisville, The Times, evening daily, average for 1909 net paid 45,488.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

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Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Lewiston, Sun. Daily average year ending, Sept., 19.0, 5,241; Sept., 1910, av., 5,886.

Portland, Evening Express. Average for 1909, daily 15,219. Sunday Telegram, 10,505.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., 20, 79,234; Sun., 102,476. No return privilege.

Baltimore, News, daily. News Publishing ompany. Average 1909, 83,416. For Sept., 1910, 77,453. The absolute correctness of the Company.



latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Com-pany who will pay one hun-dred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (OO). tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation. Daily (2 cents a copy) 1909, 180,278; Gain, 3,981

Sunday 1909, 323,069; Gain, 3,279 Advertising Totals: 1909, 7,335,279 lines Gain, 1909, 465,579 lines

2,504,359 more lines than any other Boston paper published.
Advertisements go in morning and afterneon

editions for one price.

The above totals include all'kinds of advertising from the big department store to the smailest
"want" ad They are not selected from any
favorable month, but comprise the totals from
January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and provesover 150,000 copiesm'thly

Fall River, Globe. The clean home paper. Rest paper. Largest cir. Actual daily av. 1909, 7,688

Lawrence, Telegram, evening, 1909 av. 8,888. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16.822; 1908, 16.396; 1909, 16.839 Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality

Boston Post's **GREATEST** September

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AVERAGE SEPTEMBER, 1910

The Sunday Post 264.664

Gain of 15,099 Copies Per Sunday over September, 1909

The Daily Post 348,519

Gain of 52,447 Copies Per day over September, 1909

Salem, Evening News. Actual daily average for 1909, 18,574.

Worcester, Gazette, evening. Av '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, L'Opinion Publique, daily (36). The only Gold Mark French daily in the U. S.

MICHIGAN

Detrott, Michigan Farmer. Read by all Michigan farmers. Ask any advertiser. 80,000.

Jackson, Patriot, Aver. Aug., 1910, daily 10,740, Sunday 11,858. Greatest circulation.

MINNESOTA

Minneapolis, Farmers' Tribune, twice-a-week, W J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), 23,806.

GUAD

CIRCULATI'N Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily Tribune for eight months ending by Printers' Aug. 31, 1910, 90,198. Average Ink Publish circulation of Sunday Tribuse ing Company for same period, 80,062.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average for six months ending June 30, 1010, 103, 916.

The absolute accuracy of Farm, Stock & Home's circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the far-mers of Minneasta. the Pakotas. mers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. Av. 1909, 54,458. A.A.A.



Minneapolis, Journal, Daily and Sunday (OO). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Sept., 1910, evening only 78,809. Average Sunday circuevening only, lation for Sept., 1910, 80,254. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$5.00 per year cash in advance. The Journal's circulation is absolute ly guaranteed by the Printers' Ink Publishing Company. It goes into more homes than 00



any other paper in its field. MISSISSIPPI

Biloxi and Gulfport, Herald, evening, Daily circulation for 1909, 1,109; January, 1910, 1,282.

MISSOURI

Joplin, Globs, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y

8t. Joseph, New-Press. Circulation, 1909 38,832. Smith & Budd Company, Eastern Reps

8t. Louis, National Druggist (1960), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,086. Eastern office, 508 Tribune Bldg.

8t. Louis, National Farmer and Stock Grower, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, Deutsch-Amerikan Farmer weekly. 143,208 for year ending Dec. 31, 1909

Lincoln, Freie Press, weekly. Average year ending Dec. 31, 1909, 143,054

NEW JERSEY

Camden, Daily Courser. Actual average for year ending December 31, 1909, 9,142.

Jersey City, Jersey Journal. Average for 1909, 24,198. Last three months 1909, 24,686.

Newark, Evening News Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Ave. 1c-'07, 20,270; '08, 21,326; 2c-'09, 19,062; March, '10, 20,263.

NEW YORK

Albany, Evening Journal. Daily average for 1909, 16,921. It's the leading paper.

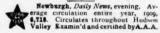
Brooklya, N. Y. Printers' Ink says
The Standard Union now has the
largest circulation in Brooklyn. Daily average for year 1909, 52,905

Buffale, Courier, morn. Average, Sunday, 86,-737, daily, 46,284; Enquirer, evening, 26,596.

Buffalo, Evening News. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. The Morning Heraid. Daily average for 1909, 5,636.

Mount Vernon, Argus, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.



NEW YORK CITY

Army and Navy Yournal. Est. 1863. average, first four months, 1910, 10,999. Weekly

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (23).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteea.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January I, 1910, 6,841; August, 1909 issue, 20,000.

The World. Actual average, 1009, Morn 360,503. Evening, 399,569. Sunday, 460,958.

Poughkeepsie. Star, evening. Daily averag year, 1909, 5,013; first six months, 1910, 5,460. Daily average

Schenectady, Gazette, daily. A. N. Liecty. Actual Average for 1009, 17,470; for Aug., 1910, 20,434. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Schenectady, Star. Average July, Aug., Sept., 14,271. Sheffield Sp. Ag'cy, Tribune Bldg., N Y.

Byracuse, Evening Herald, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Uties, National Electrical Contractor, mo. Average for 1909, 2,583.

Uttea, Press, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 16,117.

NORTH CAROLINA

Asheville, Gazette-News. Average, '09, 5,643.
Asheville's leading paper. Only aft. paper in
Western North Carolina with Associated Press.

Carolinas in circulation and advertising.

NORTH DAKOTA

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, 9,450.

Cleveland, Plais Dealer. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For Sept., 1910, 92,234 daily; Sunday, 115,307.

Columbus, Midland Druggist and Pharmaceu-tical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.

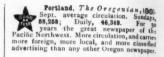
Youngstown, Vindicator. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, The Ohlahoman. Sept., 34,372 week day, 40,704 Sunday. E. Katz, Agent, N. Y.

OREGON

Portland, The Evening Telegram is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contempo-For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign held and 6,410 in the classified. Sworn average circulation for June, 29,982.



PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1909, 7.786. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.



Erie, Times, daily. 21,474 av., 1819 mos., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y



Harrisburg, Telegraph. Sworn average Aug., 1910, 17,815. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.



Johnstown, Tribune. Average for 12 mos. 1909, 12,467. July, 1910, 13,462. Only evening paper in Johns-

W

Philadelphia It's The Bulletin

Net- Daily Average for September, 1910

COPIES A DAY

for nearly copy Philadelphia home.

"THE BULLETIN" circulation figures are net: all dam-aged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

J. E. Verree, Steger Bldg. New York Office, Dan A. Carroll, Tribune Bldg.

Philadelphia, Confectioners' Journal, mo. Average 1908, 5,517: 1909, 5,522 (⊗⊕).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (Go). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation, has the Saculation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

Philadelphia. The Press () is Philadelphia's Great Home News-paper. Besides the Guarantee Star, it has the Gold Marks and is

on the Roll of Honor-the three

West Chester. Local News, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co.,

and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second

on the Roll of Monor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for Sept., 1910, 88,688; the Sunday Press, 156,063.

Washington, Reforter and Observer, eve. and orn. Circulation for June, 1910, 12,545.

Wilkes-Barre, Times-Leader, evening; daily net cir. first 6 months, 1910, 17,276, guaranteed.

York, Dispatch and Daily. Average for 1909.

Providence, Daily Yournal. Average for 1909, 21,858 (@@). Sunday, 28,125 (@@). Evening Bulletin, 45,991 average 1909.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. l. Cir., 1909, 5,237.

SOUTH CAROLINA Charleston, Rvening Post. Evening. Actually average 1909, 5,811. July, 1910, 6,964.

Spartanburg, Herald. Actual daily average for first nine months, 1910, 2.715.

TENNESSEE Washville, Banner, daily. Average for year 1907, 35,206; for 1908, 36,554; for 2,00, 40,086.

TEXAS El Paso, Herald, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

VERMONT

Barra, Times, daily. F. E. Langley. Av. 1909, 5,231. 1st 4 mos., '10, 5,718. Examined by A.A.A.

Surlington, Free Press. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

8t. Albans. Messenger, daily. Average for 1909, 3,184. Examined by A. A. A.

VIRGINIA Danville, The Bee. Average Aug., 1910, 4,027, Sept. 4,048. Largest circ'ation. Only eve. paper

Montpelier, Argus, dy., av. 1909, 3,348. Montpelier paper examined by the A. A. A.

14,959.

Columbia, State. Actual average for twelve months, 1909, daily (00) 14,436, Sunday (00)

Actual

RHODE ISLAND Pawtucket Evening Times. Average circula-tion 12 mos. ending June 30, '10, 19,452-sworn.

in the State in agricultural wealth.

WASHINGTON

combines with its Dec. 'Oo, cir. cf 64,346 daily, 84,362 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1000 Timus beat its nearest competitor 3,766,064 lines.

Tacoma, Ledger. Average 1909, daily, 18,798. Sunday, 26,155.

WISCONSIN

Janesville, Gazette. Daily average, Sept., 1910, daily 5,472; semi-weekly, 1,814.

Madison, State Yournal, daily. Actual average for Jan., 1910, 5,960.

Milwaukee, The Evening Wisconsins, daily. Average daily circulation from April to Sept., 1910, 41,144. Gain over April and May, 1900, 8,788 daily. A paper with the quantity as well as the quality circulation. It covers the city of blanket. It has proven its productive value to the advertiser. Chas. H. Eddy. Foreign Representative, I. Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)

Milwaukes, The Milwaukes
Journal, (evening daily). Average
in Sept., 1909, 2, 1904; gain over
Sept., 1909, 2, 1920 daily; average
for 12 mos., 61, 602 daily. Covers
over 605 of Milwaukee homes.
Supreme in classified and dis-

Oshkosh, Northwestern, daily. Average for Dec., 1909, 9,801 Examined by A. A. A.

Racine, Daily Journal. July, 1910, circulation, 5.183. Statement filed with A. A. A.

WYOMING

Cheyenne, Tribune. Actual net average year, 1909, daily. 5,125; semi-weekly, 4,994.

Winnipeg, Free Press, daily and weekly. Average for 1909, daily, 40,890; daily Aug., 1910, 47,830; weekly 1909, 27,080; Aug., 1910, 25,387.

Winnipeg. Der Nordwesten. Canada's National German weekly. Av. 1909, 18,162. Rates 56c. in.

Winnipeg, Telegram, dy. av. Aug., '10, 32,861, (Saturday av., 37,287). Farmers' Weekly, same period, 30,000.

QUEBEC, CAN.

Montreal, La Presse. Daily average for September, 1910, 97,638. Largest in Canada

MANITOBA, CAN,

T WISCONSIN

than any other paper. Adv. \$4.20 an inch. N. Y. Office. W. C. Richardson, Mgr.

GRICULTURIST Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686 Larger circulation in Wisconsin

Tacoma, News.

18,829.

Beattle, The Seattle Times (OC)

Average for year, 1909,

is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. 'og, cir. cf

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Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evering and Sunday Star, Washington.
D. C. (30), carries double the number of Want Ads of any other paper. Rate ic. a word.

THE Chicago Examiner with its 650,000 Sun-day circulation and 175,000 daily circulation brings classified advertisers quick and direct results Rates lowest per thousand in the West.

CARLY everybody who reads the English I language in, around or about Chicago, reads the Daily News," says the Post-office Review, and thats why the Daily News is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad"

in THE INDIANAPOLIS STAR

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis. The Indianapolis Star INDIANAPOLIS, IND.

MAINE
THE Evening Express and Sunday Telegram
carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They ex-pect to find all good places listed in its advertising columns



THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14.117 over 1909, and 230,809 more than were printed by any other Buston newspaper.



MINNESOTA



THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable adver-tising accepted at any piece. Classified wants printed in Sept , 1910, amounted to 234 304 lines; the number of individual ads published were 30,537. Eight cents per agare line it charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c

MUNTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE Jersey City Jersey Journal leads all Tother Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

REW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evensing News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Great-est Want Ad Medium in Westchester County.

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

AMOHALEO

THE Oklahoman, Okla. City, 35,805. Publishes more Wants than any 7 Okla. competitors.

PENNSVI. VANTA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

UTAR

THE Salt Lake Tribuns -- Get results -- Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE Evening Citisen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

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00) Gold Mark Papers (00

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, guished from all the others by the so-called gold marks (00). 125 are distin-

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all beThe Mobile Register (@@). Established 1821.
Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to
the Evening and Sunday Star.

Daily average, September, 1910, 51,792 (@@).

GEORGIA Atlanta Constitution (100). Now as always,

ILLINOIS.

Baters' Helper (66), Chicago. Only "Gold lark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (66). Actual average circulation for 1909-10, 16,902.

KENTUCKY
Louisville Courier-Yournal (66). Best paper in city; read by best people.

MATRE

Ewiston Evening Fournal, daily, average for 1999, 7,821; weekly, 17,598 (⊕⊕); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (@@).

Boston Evening Transcript (GG), established 1800. The only gold mark daily in Boston.

Boston, Textile World Record (66). Not an "organ,"-but the leading textile magazine.

Worcester L'Opinion Publique (66). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (90). Largest ome circulation and most productive circulation in Minneapolis. Carries more local adver-tising, more classified advertising and more total tising than any paper in the Northwest.

THE NORTHWESTERN MILLER
(109) Minneapolis, Minn., 34 per year. Cov
milling and flour trade all over the world.
only "Gold Mark" milling journal (100).

NEW YORK

Army and Navy Journal, (). First in its class in circulation, influence and prestige.

Brooklyn Eagle () is THE advertising medium of Brooklyn.

Century Laguarine (OG). There are a few copie in every community who know more people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (), the recognized authority of the Dry Goods and Department

Electric Railway Journal (36). A consoli-Electric Railway Journal" and Janon of "Street Railway Journal" and Electric Railway Review." Covers thoroughly Electric Railway Review." Covers thoroughly the electric railway interests of the world.
McGRAW PUBLISHING COMPANY.

Electrical World (100) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (60). The most progressive civil engineering journal in the world. Circulation averages over 18,000 per week. McGRAW PUBLISHING COMPANY.

Engineering News (00). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Hardware Dealers' Magassne (30). The Open Door to the Hardware Dealers of the World, Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

The Evening Post (OQ). Established 1801. The only Gold Mark evening paper in New York. 'The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."
-Printers' Ink.

New York Herald (@@). Whoever mentions America's leading new New York Herald first. newspapers mentions the

Scientific American (66) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (66), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (00) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (66), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (66) is Philadelphia's Great Home ewspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,054; Sunday, 163,995.

THE PITTSBURG (00) DISPATCH (00)

The newspaper that judicious advertisers always select first to cover the rich, pro-ductive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

Providence Journal (66), a conservative enterprising newspaper without a single rival. SOUTH CAROLINA

The State (66), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA Norfolk Landmark (@@). influential paper in tidewater. Oldest and most

WASHINGTON

The Seattle Times (@@) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (00), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (96) and The Evening
Mail. Circulation 18,768, Flat rate.

Business Going Out

Three new campaigns are being planned by the N. K. Fairbank Company. The Mahin Agency, of Chicago, is about to place 14,000-line contracts for Fairy Soap, Gold Dust Washing Powder and Sunny Monday Soap.

The Bigelow Carpet Company's advertising will be largely increased the coming year. Magazines and newspapers are used and the account is placed through the Franklin P. Shumway Company.

The Long-Critchfield Corporation is sending orders to magazines generally for the Wolverine Manufacturing Company, Detroit. "Cadillac" desk tables are being advertised.

The H. E. Lesan Advertising Agency of New York is sending out large copy to newspapers generally, advertising the results of the "Economy Test" just recently conducted by the Maxwell Automobile.

Copy for the Giant Chemical Company is appearing in a number of magazines and newspapers. The F. Wallis Armstrong Company, which is handling the account for the fifth year, is sending out the orders.

Blumenstock Bros., St. Louis, are conducting a local campaign for the new shoe specialty of the Dittmann Shoe Company, same city—"Nine O'clock School Shoes" for boys and girls. This campaign will gradually be extended to cover the entire country.

The Frank Presbrey Company is to place hereafter the advertising of the "Domes of Silence," for Henry W. Peabody & Co., 17 State street, New York.

The magazine and newspaper advertising for "Alabastine" is now being placed through the Long-Critchfield Corporation.

Sherman & Bryan, Inc., of New York and Chicago, will handle the account of the Young Safety Razor Company, Philadelphia, Pa., advertising the Young Safety Razor.

Blumenstock Bros. are reserving space in a number of national magazines for women for the Stix Leather Company, St. Louis, selling dressed leather skins for art purposes, by mail.

Copy for November and December in leading magazines is being sent out through Wood, Putnam & Wood for the Shaw Stocking Company, Lowell, Mass. This agency is also placing some additional advertising for John L. Des Lauries in magazines, advertising watch fobs.

The Swope Shoe Company, selling high-grade shoes by mail, are placing contracts with a list of papers covering the larger cities of the South. Orders are going out through the Blumenstock Agency.

Southern newspapers are receiving orders from the Long-Critchfield Corporation on "Alaga Syrup" made by the Alabama-Georgia Syrup Company.

The R. L. Morgan Company, Worcester, Mass., is planning a campaign for the advertising of its five-ton motor truck. Motor magazines and trade papers are to be used.

The International Medicine Company, 27 School Street, is writing for rates and placing business in a list of daily newspapers and mail-order publications. This is a new concern.

The Cameron Car Company, manufacturers of the Cameron car, Beverly, Mass., is considering a campaign for the advertising of its 1911 cars. Magazines are to be used.

K. J. McKinnon, Sutton, Mass, is advertising in November mail-order publications. This is a new account, developed by the New England Advertising Agency, 53 State Street, Boston.

Cleveland & Co., Boston, are sending small orders through Wood, Putnam & Wood to a list of agricultural papers.

Orders have gone out through the P. F. O'Keefe Agency, Carney Building, Boston, covering three pages in leading magazines for the Colt Fire Arms Company.

The C. W. Kelsey Manufacturing Company, Hartford, Conn., is using page space in several motor publications on the advertising of its new motorette. A magazine campaign will probably be laid out within a few months.

Houghton-Mifflin & Co. are advertising "The Children's Hour," a set of children's books in a large list of general mediums. Orders are going through Wood, Putnam & Wood.

Plans are being made by the C. A. Edgarton Manufacturing Company, Shirley, Mass., for a holiday campaign on the President Suspender. General magazines will be used through H. H. Walker, of the Hamlin Agency. The next year's campaign will be mapped out the last of the year.

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The Wood, Pollard Company, 101 Causeway street, Boston, is asking for rates for small space in New England dailes. A small campaign is to be handled by Mr. Massey, advertising manager.

The Harrington & Richardson Manufacting Company, Worcester, Mass., makers of the H. & R. revolver and firearms, have suspended advertising temporarily. Their next year's campaign will be mapped out later in the season, and will be placed by Walter L. Weeden, Slater Building, Worcester.

N. W. Ayer & Son will consider a list of general mediums within a short time for the advertising of the New England Confectionery Company, Boston, on Necco Sweets.

James Chandler, of the Tomer Agency, Inc., Old South Building, is using New England papers for the F. H. Burton Company, a financial house.

The C. Brewer Smith Agency is working on several new accounts for newspapers. This agency will send out renewal orders for X-Zalia and Dr. Hallock in a few weeks.

Dr. R. E. Sproul, 88 No. Washington Street, Boston, is placing the usual orders for large space in mail-order papers and large daily newspapers throughout the country. This advertising is placed direct.

Daily papers are being used in New England for the advertising of the Boston School Shoe, manufactured by Lamkin & Foster, Boston. The business is being placed by the H. B. Humphrey Company.

Otis & Hough, of Cleveland, are placing contracts for 624 inches in the smaller cities of Ohio, Pennsylvania and Michigan.

The J. W. Morgan Agency is placing heavy bi-monthly orders for the Butterick publications.

The Seaman Agency is sending out a series of page advertisements to the metropolitan dailies and the standard magazines for the E. M. F. Motor Company.

The Brush Automobile Company is putting out 1,050-line copy through the H. E. Lesan Advertising Agency in the larger cities where the Brush Company has agencies.

Frank A. Munsey is sending out fullpage copy to all his own papers and
will place the same sized stuff, which
would make four columns, in any paper
which will accept it in exchange for
literary material supplied by the
Munsey magazines. The story of this
copy is devoted to the November
Munsey, which the firm considers to
be the most important issue of that
periodical it has ever put out.

Sunday papers throughout the country are receiving orders for 1,000-line copy placed by the Lincoln Stock & Bond Company. The accounts are being charged to the Walker Agency, of San Francisco.

Copy for the Union Pacific Railroad amounting to 100 lines, to be run twenty-six times, is being sent out by Doremus & Co. The dailies in the larger Eastern cities are to receive this business.

Newspaper orders for the Rock Island Railroad are being sent out through the Long-Critchfield Corporation.

Ten thousand-line contracts for new copy for the Murad Cigarette are about to be signed by the Seaman Agency.

The Morse Agency is renewing the Beecham Pill advertising in about the same list of mediums, but with very largely increased copy.

Renewals for the Royal Baking Powder advertising are being made by the Royal Company direct. Neither copy nor mediums is to undergo any change.

In future the advertising of the Ford Motor Car Company will be placed by the J. Walter Thompson Company.

A list of New England dailies is being made up for the use of a European specialty which is entirely new to the American market, by the J. Walter Thompson Agency. The contracts are to be for 1,000 inches.

Orders to standard magazines and farm papers are being sent out by the Allen Agency, 45 West Thirty-fourth street, New York, for Theodore Audel & Co., publishers.

The Allen Agency is also sending orders to a select list of women's publications for the Cella Shop, Inc., East Forty-sixth street, New York.

The Gibbs Gas Engine Company has placed an appropriation with the Johnson-Dallis Agency, Atlanta, Ga. The Akerlund Gas Producer is being advertised,

The Newitt Advertising Company, Los Angeles, Cal., is placing business in a small list for the Los Angeles Investment Company.

Orders to magazines and newspapers and a list of trade papers for the Columbia Phonograph Company, general, are being sent out by the Allen Agency.

A general campaign in farm papers is now under way on Ingersoll Watches. Orders are going out through Frank Seaman, Inc.

Newspapers in the Texas section are receiving orders on "La Preferencia" cigars from Frank Seaman, Inc.

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Only Good Printing Pays Automobile Makers

PRINTERS

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PRINTERS'

Good printing is the only kind that automobile manufacturers can afford. Because it is the only kind that helps to sell automobiles. It takes a high-class booklet to sell a high-price product like an automobile.

We make a specialty of automobile printing-Booklets, Pamphlets, Catalogues, Mail Pieces and other Literature. All our printing has the superior *Quality* and *Character* that are of vital importance in effective automobile printing.

You will appreciate not only the physical appearance of our work, but also our economical way of handling it. High-class printing does not have to be high-priced printing, as we will be pleased to demonstrate to you.

In Your Canadian advertising campaign you can not profitably omit

the largest French weekly agricultural newspaper in Canada.

It is the paper that fills the gap represented by the Province of Quebec and other French speaking parts of Canada in the circulation of the big English weekly papers.

It has more than double the circulation of any other French weekly of its class in Canada, and it reaches all the more prosperous French speaking rural and village people throughout the Dominion. It is

Canada's Greatest French Weekly Agricultural Paper

It occupies the same place in the home of the prosperous French Canadian farmer, that the big American agricultural weekly occupies in the home of the American farmer.

It is used by the leading advertisers in every line that appeals to the country and village people—with most profitable results.

It is one of the best mail order mediums in Canada.

Its advertising rates are very moderate.

It is just the medium that you should investigate, and—after investigating—use.

Full particulars as to circulation, rates, etc., from the Advertising Manager,

LA PRESSE



MONTREAL, CANADA Wm. J. Morton Company

United States Representatives

Brunswick Building NEW YORK Hartford Building CHICAGO

